THE LIBRARY OF CONGRESS
1800

Scanned from the collections of
The Library of Congress

AUDIO-VISUAL CONSERVATION
at The LIBRARY of CONGRESS

Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

Copy 1 190

PUBLISHER'S BINDING

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

)L. 87, NO. 63 NEW YORK, U.S.A., FRIDAY, APRIL 1, 1960 TEN CENTS

ails to Reach Floor

;lassification /leasure Dies n Committee

ee 1961 Re-Introduction; egislature Adjourns

Special to THE DAILY

ALBANY, N.Y., March 31. – Sen. ıomas A. Duffy, co-sponsor of the n classification bill told MOTION CTURE DAILY at 5 P.M. today that he assembly-approved Younglove t is dead."

Referred to the rules committee, folwing adoption last week in the low- house by a 124-25 vote, the meas- e encountered opposition sufficient block its being favorably reported. ıe upper house expected to adjourn me time tonight.

There was a belief the bill would ve passed the Senate, were a vote ken on the floor. The companion uffy measure had been "starred" on e Senate third reading calendar for ore than a week.

It would not be surprising if the

(*Continued on page* 8)

'. Y. Minimum Pay Bill assed by the Senate

Special to THE DAILY

ALBANY, N.Y., March 31. – The nate today adopted, by a 54-0 vote, Assembly-approved bill amending e labor law, to provide for a state- de minimum wage of one dollar an ur, effective Oct. 1.

Before the final tally, Sen. Julian

(*Continued on page* 8)

/hite House Youth Meet 'reparing Resolutions

From THE DAILY Bureau

WASHINGTON, March 31.–Some tes of inconsistency appeared to be eeping into the White House Con- rence on Children and Youth as the)00-odd participants sought to col- et their thoughts and adopt policy idance resolutions.

Inevitably, lines cross among the

(*Continued on page* 6)

ELEVISION TODAY—page 7

Pay-TV Opponents Hit by Balaban

By SAUL OSTROVE

(Picture on Page 8)

Barney Balaban

Telemeter will be introduced successfully in one or possibly two American cities by the end of this year despite "troublemakers" who want to restrain pay-TV and despite all attempts to legislate the system to death, Barney Balaban, president of Paramount Pictures, of which International Telemeter Co., is a division, said here yesterday. He did not name the cities.

"If Congress regulates pay-TV at

(*Continued on page* 8)

'Congo Jungle' to Open At RKO Palace May 4

By SIDNEY RECHETNIK

"Masters of the Congo Jungle," 20th Century-Fox release, will be launched here at the RKO Palace with a gala premiere on the night of Wednesday, May 4, before a celebrity audience to be invited by the Belgian ambassador in Washington in the name of the government of Belgium, and by the country's Consulate General in New York.

This was revealed by Henri Storck,

(*Continued on page* 6)

Will Conform with FCC Rules

RKO General, Zenith Plan Pay-TV Test

Will Use WHCT-TV, Hartford, for 3-Year Over-the-Air Test, If FCC Approves

RKO General and Zenith Radio Corp. plan to ask the Federal Communications Commission for permission to make a 3-year over-the-air "Phonevision" test of pay TV on UHF in Hartford, Conn. The announcement was made jointly today by the firms' presidents, T. F. O'Neil of RKO General and Joseph S. Wright of Zenith.

"Within the next few weeks," according to O'Neil, RKO will ask FCC to authorize the test, which will conform to the agency's pay-TV rules. As a part of the experiment, RKO has contracted to buy WHCT, Channel 18, in Hartford, from Capitol Broadcasting, if FCC approves. WHCT has been operating at a loss. The companies say that it "was purposely chosen in an effort to prove that stations not affiliated with networks can operate profitably if they are permitted to engage in subscription broadcasting."

No precise date can be given for beginning the Hartford operation, O'Neil said, since it is dependent on

(*Continued on page* 7)

Ask More Trust Funds; 6 Film Suits Pending

From THE DAILY Bureau

WASHINGTON, March 31. – The Justice Department's anti-trust division is asking Congress for an additional $260,000 for the coming fiscal year. Total sought is $4,760,000. Of the increase, $186,000 is for 21 additional employees "needed to support increased activity . . . and to investigate and prosecute more cases of major

(*Continued on page* 6)

'Physician' May Be in 70mm; Ready for 1961

"Dear and Glorious Physician," the big Biblical story Paramount Pictures has been looking for since the success of "The Ten Commandments," will be ready for release by the end of 1961, probably filmed in 70mm and produced in "blockbuster" fashion.

New details of the acquisition of

(*Continued on page* 8)

Name Solomon Embassy Ad-Pub Vice President

Eddie Solomon

Eddie Solomon has been named vice-president in charge of advertising, publicity and exploitation for Embassy Pictures Corp., it was announced by Joseph E. Levine, president.

Solomon, who joined Embassy last November as director of advertising, will expand his duties to encompass the supervision of all promotional operations undertaken by the Embassy organization.

In his new capacity, Solomon will

(*Continued on page* 8)

AMPP Defers Strike Talks; Dales Bitter; Boren Explains

From THE DAILY Bureau

HOLLYWOOD, March 31.–The meeting between full negotiating committees of the Screen Actors Guild and the Association of Motion Picture Producers, which was to have been held this afternoon was cancelled by the producers committee. Charles Boren, AMPP executive vice-president, said there will be another meeting held, but he did not know when it would take place.

This is second postponement of the meeting which was originally scheduled for Monday at 2 P.M. at the conclusion of the subcommittee meetings last Saturday.

John L. Dales, national executive secretary of the Screen Actors Guild, on behalf of the guild's board of directors, responded at once to to-

(*Continued on page* 6)

PN 1993 .M 42

PERSONAL MENTION

STEVE BROIDY, president of Allied Artists, and NORTON V. RITCHEY, head of Allied Artists International, will return to New York at the weekend from Europe.

•

MO ROTHMAN, recently appointed executive vice-president of Columbia Pictures International, will leave here over the weekend for Paris and London.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager and sales director for "Spartacus," and JEFF LIVINGSTON, executive coordinator of sales and advertising, were in Baltimore and Washington yesterday from New York.

•

WILLIAM REICH, vice-president of American International Pictures Export Corp., will return to New York today from Europe.

•

ROBERT S. FERGUSON, Columbia Pictures national director of advertising-publicity, will leave New York today for Phoenix, Ariz.
S. Louis.

•

DAVE BADER, president of Durham Telefilms, will leave here on Sunday for Chicago. After attending the NAB convention there he will go to Hollywood.

Stalagmites Swapped

A stalagmite (an incrustation formed on the floor of a cavern) from the Luray Caverns of Virginia is on its way to Greece as a feature of the promotion for Highroad Productions' "The Guns of Navarone." In return, a stalagmite from the Petralona Caverns of Greece will be sent to Luray.

When the Virginia Stalagmite arrives in Greece it will be presented by Gregory Peck, one of the stars of the film, to Irene Papas, Greek beauty who also is featured in the film, which will be released by Columbia Pictures.

Jacobs Now Director

HOLLYWOOD, March 31. – The election of Melvin H. Jacobs to the board of directors of Technicolor, Inc., effective April 4, 1960, was announced today by John R. Clark, Jr., president and general manager of the company.

Jacobs is a vice-president of Eversharp, Inc.

'Herald' Inaugurates New Monthly Feature on The Foreign Language Film and Its Market

Beginning with its April 2 issue, out today, "Motion Picture Herald," will devote one page each month to the latest news about foreign language films, both here and abroad. The material will be the work of Arthur Mayer, recognized authority on foreign language films.

In introducing the feature today, Mayer calls attention to the strides that imported product has made in recent years on the American scene and screen. "When an influential weekly such as 'Time'," he says, "with its down-to-earth readership, includes eight foreign films among the 13 Best Pictures of 1959, it is apparent that interest in pictures made in all parts of the globe is no longer confined to eggheads or chi-chi groups of advanced thinkers."

Mayer adds: "Although foreign language films account for approximately only 5 per cent of national box office, this proportion is steadily increasing; nor does it reflect the tremendous influence that these importations are exercising in Hollywood, on Broadway and on Main Street. The full story of this influence, of course, cannot be told in the limited space available in these columns but we shall seek monthly to at least indicate the latest developments worthy of the attention of American exhibitors, producers and importers."

Over 4,000 Theatres in 'Oscar' Promotion Drive

More than 4,000 exhibitors across the country are participating in the promotion campaign for the telecast and radio broadcast of the Academy Awards presentations to be held Monday night, the Motion Picture Ass'n. of America's advertising-publicity directors committee was told at a luncheon meeting yesterday.

Harry McWilliams, promotion coordinator for the "Oscar" show, reporting to the committee, said 2,300 exhibitors actively engaged in the campaign for last year's telecast-broadcast of the awards show. He credited the increase to the participation this year of film salesmen and field representatives of distribution companies.

Double the Number of Newspapers

McWilliams also reported that about twice as many newspapers are using the "Guess the 'Oscar' Winners" contest this year as used it last year, and said that a much greater total of news space has been accorded this year's presentation program than in any other year.

The committee expressed its appreciation of McWilliams' work and authorized a suitable scroll to be presented to him at a later date.

Mannheim Film Festival Accepts AIP 'Death Row'

From THE DAILY Bureau

HOLLYWOOD, March 31.—American International Picture's "Girl on Death Row," a Viscount Films Production, has been accepted for entry in the Mannheim Film Festival to be held in Mannheim, Germany, from May 23 through 28.

The film, which stars Terry Moore and Debra Paget and was produced by Richard Bernstein, is the first American film ever to be selected by the festival's board of directors.

Witness in TV Trial Forbidden to Testify

Testimony of a witness for the government in its suit against six film and television companies charging "block-booking" of product to TV was not permitted by Judge Archie O. Dawson yesterday when it was established that U.S. attorneys had failed to include information on the TV station in the trial interrogatories.

The witness who appeared to testify was J. Elroy McCaw of KTVW, Seattle, Wash. He had expected to tell of his negotiations for product with C & C Super Corp. but was dismissed when Mervin Pollack, attorney for C & C, objected.

Scores Points Regarding Compulsion

Pollack scored another point for the defense yesterday when in cross examination of William Michael of WKBK, Detroit, he drew the admission that the station had not been compelled to take any pictures it didn't want. This was in negotiations with C & C, also.

Another witness heard yesterday was Edgar Bell of WKTV, Oklahoma City, who testified about transactions with Loew's, Inc. (MGM) and Screen Gems. Bell said that he was not given the opportunity to break up film packages of either company.

Nixon, Skouras Confer

WASHINGTON, March 31. – Spyros P. Skouras, president of 20th Century-Fox, had an appointment today with Vice-President Richard Nixon. The two spent about half an hour together.

New 'Bongo' Date Here

"Expresso Bongo" will have its American premiere on Tuesday, April 12 at the Sutton Theatre here instead of April 5, as previously announced. Continental Distributing is releasing.

'U,' Rackmil Hailec In Financial Storie

Universal Pictures and its presi Milton R. Rackmil made favorabl nancial news yesterday in two pub tions, *Financial World* and *The W Telegram and Sun.*

The upbeat trend of company e ings was applauded by Louis J. Roll in the first, an investment and b ness weekly. He noted that it look though net income will top $1.60 share for the second fiscal quarter ing in April and compared this only 95¢ a share in the Oct. 31, 1 fiscal year.

Rolland pays special tribute to R mil for his policy of placing emph on "more expensive, lavishly produ films to meet the continuing selecti of movie patrons."

In the *World Telegram* Charles Sievert wrote his entire column Universal titling it, "Travel Ligh Key to Rackmil Strategy."

Sievert observes: "Wall Street watching his (Rackmil's) moves cl ly and apparently with interest. A h dozen houses have written of him his company in market letters; Ra mil is also a frequent luncheon t wherever Hollywoodites gather. promises to be the most talked-of this year in the celluloid colony."

Mass. Commission To Of Film Ad Protests

Special to THE DAILY

BOSTON, March 31.—Six or ei telephone calls and as many lett protesting motion picture ads h been received by the Commission Obscene Literature Control in the p month. This was reported to the co mision by William J. McCarthy, ch man of the group, at a meeting he

Most of the protests, McCarthy sa were directed at the "lurid" ads "Jack The Ripper."

The commission, which is appoint by the governor, is composed of educator, three members of the cler a police official and three citizens. N a censoring board, the commission concerned with obscenity in literatu magazines, comic books, films, fi ads, etc. Citizens are asked to rep to the commission any violation of t obscenity law.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYON
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St. Leicester Square W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "[illegible], New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo [illegible], Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, [illegible] at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

lan New Theatre in uburb of Baltimore

Special to THE DAILY

BALTIMORE, March 31. — An 00-seat motion picture theatre is to e erected above existing bowling aleys in the Hillendale section just eyond Baltimore's city limits. A pecial exception permit for the conruction has been approved by the oning commissioner for Baltimore ounty.

Plans submitted call for a twoory addition to the present building. etitioner for the permit was the rant Investment Corp., owner of the roperty.

elznick, Chesapeake n Settlement of Suit

Settlement has been effected here of suit filed by the Selznick Releasing rganization, Inc. (now Selznick Co., nc.) against Chesapeake Industries, nc. (now America Corporation) in hich Selznick charged breach of sevral distribution agreements. In the ettlement the defendant paid to Selzick the sum of $52,500 and agreed to stipulation discontinuing the action nd all counterclaims interposed by he defendant with prejudice and withut costs.

The suit was filed in September, 952, by attorney Murray L. Jacobs or Selznick against Chesapeake Inustries, as successor to Pathe Indusries, Inc. It asked for damages alleged o have been sustained by Selznick hrough a breach by Pathe of distriution agreements covering ten "A" lms produced by Selznick.

Several Accusations Made

The suit charged failure on the part f Pathe and its distribution subsidiries to use the best efforts to distriute; abandonment and discontinunce by Pathe and its subsidiaries of he distribution aspect of their busiess; failure to properly account in onnection with the distribution of he ten pictures; and half a dozen aleged breaches of the distribution greements.

In ensuing litigation many motions nd orders were made against Chesaeake. From a number of these apeals were taken resulting in orders f affirmance and directions to furnish he pliantiff with the required inforation. Hon. Jacob Marks, the referee efore whom testimony was taken, ecommended on three separate ocasions the "willful failure" of the efendant to furnish such information.

Judgment Requested in October

Finally last October Jacobs made a otion on behalf of Selznick for judgent pro confesso or in the alternative ummary judgment. Chesapeake reained Henry Cohen as counsel to opose the motion before Justice Henry lay Greenberg of the New York Sureme Court.

Conferences between the attorneys nd Judge Greenberg resulted in the ettlement.

Hoover Says Pressure on Box Office Would Tone Down Film Sex, Violence

By E. H. KAHN

WASHINGTON, March 31.—FBI Director J. Edgar Hoover has told a House appropriations subcommittee that "there is nothing more effective than pressure on the box office" to eliminate over-emphasis on sex and violence in TV and motion pictures.

Rep. Glenard P. Lipscomb (D., Calif.) who notes that he comes "from the movie capital of the world, and now the TV capital," asked the FBI chief: "What can we do to get them to recognize their responsibility to society in toning down exhibits of violence, crime, and emphasizing sex in their movies?" He added: "Is there something we can do to get them to bring their Code around to helping build morals instead of breaking down morals?"

Hoover responded that he shares Lipscomb's views "that scenes of extreme violence and those overemphasizing sex have an evil effect upon the youth of the country." He noted that children "can be kept away from motion picture theatres by the parents but that this is impossible with TV." The way "to bring about a correction is through public pressure," he asserted.

Points to Industry 'Codes'

Commenting that "there are codes covering the motion picture and television industries," Hoover observed that he had in the past complained "publicly about the evils of television shows and movies in portraying extreme violence." He cited to the committee an article by the Very Reverend Timothy J. Flynn, director of radio and TV for the New York Archdiocese, in which Father Flynn stated "sex is still Hollywood's unsolved problem." Hoover said Father Flynn deplored the movie industry's apparent preoccupation with "boudoir ethics."

Hoover acknowledged, as he has in the past, that "much fine work has been done by the motion picture and the television industries. Some of the great figures in the industry have done outstanding work over the years, but there is a certain segment in both of those industries that are trying to cut corners. They also do this in advertising their productions by putting stress on sex."

Objects to Censorship

Hoover reiterated his opposition to censorship, saying that he deplores it and that he does not "think censorship on a national level would be effective." He cited Bing Crosby in "Going My Way" as an example of a picture which "portrayed an atmosphere of decency" and was "tremendously financially successful," 'showing the public' will pay to see a decent picture."

New Baltimore First-Run

BALTIMORE, March 31.—The Rialto Theatre, a neighborhood subsequent-run house, will begin a new policy of first-run films on April 6, it has been disclosed by Leon Back, general manager for Rome Theatres. The house has been closed for modernization, including spaced seats.

Trumbo Is Reinstated By Writers Guild

From THE DAILY Bureau

HOLLYWOOD, March 31.—Dalton Trumbo, screen writer who was one of the Hollywood "Unfriendly Ten" a dozen years ago, has been reinstated as a member of the Writers Guild of America.

The reinstatement was mandatory, according to Curtis Kenyon, Guild president. He said the Guild has an anti-Communist clause but only for those proved to be Communists or those who have admitted being party members.

Trumbo had been on suspension for nonpayment of dues, Kenyon explained. Trumbo applied for readmission and paid his back fees after Otto Preminger, the producer, signed him to do the screen play for "Exodus."

Baltimore Gives Funds For 'Outdoor' Musical

Special to THE DAILY

BALTIMORE, March 31.—Despite protests by Allied Motion Picture Theatre Owners of Maryland, Inc., the Board of Estimates today allotted $13,000 to underwrite a musical show "under the stars" at Memorial Stadium next June. The theatre exhibitors argued it is improper to grant city funds to a private outfit, Baltimore Starlight Musicals, Inc., which will cosponsor "Brigadoon" with the Park Board.

Theatre owners further contended that rent-free use of the stadium for two performances of the show would amount to unfair competition with private purveyors of entertainment.

Lipskin Leaving Col., To Form Own Company

Lawrence H. Lipskin, assistant to the president of Columbia Pictures International, in charge of publicity, advertising and exploitation, has resigned to set up his own organization in this field. His resignation is effective April 15.

Lipskin's new organization has been retained by Columbia as public relations consultant in the foreign field.

'Planet' in 90 Theatres

Hal Wallis' "Visit to a Small Planet," a Paramount release will be the Easter holiday attraction at more than 90 theatres in the New York-New Jersey area, commencing Wednesday, April 13. Circuits booking the film include Loew's, Randforce, Century, Skouras, Brandt, Prudential, RKO, Stanley Warner, Walter Reade, United Paramount, Liggett-Triangle and Fabian.

PEOPLE

S. H. Fabian, president of Stanley Warner Corp., is chairman of the fourth annual Albert Einstein commemorative dinner, sponsored by the Albert Einstein College of Medicine of Yeshiva University, to be held May 1 at the Waldorf-Astoria Hotel. On the dinner committee are: **William Brandt, Albert List, Samuel Rosen, Ira Guilden, Arthur Krim, Louis Nizer, Herman Robbins** and **Spyros Skouras.**

☐

Arthur Krim, United Artists president, has scheduled a trade press conference for next Tuesday in his office.

☐

Leonard Vaughan has resigned as manager of the Leaf Theatre, Quincy, Fla., operated by Interstate Theatres under **George Hoover** in Miami.

☐

Harriet Parsons, daughter of columnist **Louella Parsons**, has joined with **Paul Vroom**, manager of the Lunt Fontanne Theatre; **William Dean**, Hollywood film producer, and **Charles Hollerith, Jr.**, of the New York Theatre, in a new theatrical production company formed here for the presentation of several plays on Broadway. The first will be **Benn W. Levy's** London comedy, "The Rape of the Belt."

Mrs. Twyman on TV Censorship Panel

Margaret G. Twyman, director of the MPAA community relations department, will participate in a discussion on various phases of censorship on WNTA-TV, channel 13, 7:00 to 7:30 P.M., Sunday evening.

The program, "Between the Lines," a regular Sunday evening feature, is moderated by Lester Wolff. Participating with Mrs. Twyman will be Dan Lacy, director of the American Book Publishers Council; and Philip Scharper, editor of Sheed & Ward, a publisher of Catholic literature.

The program is a part of the opening of National Library Week, April 3-9.

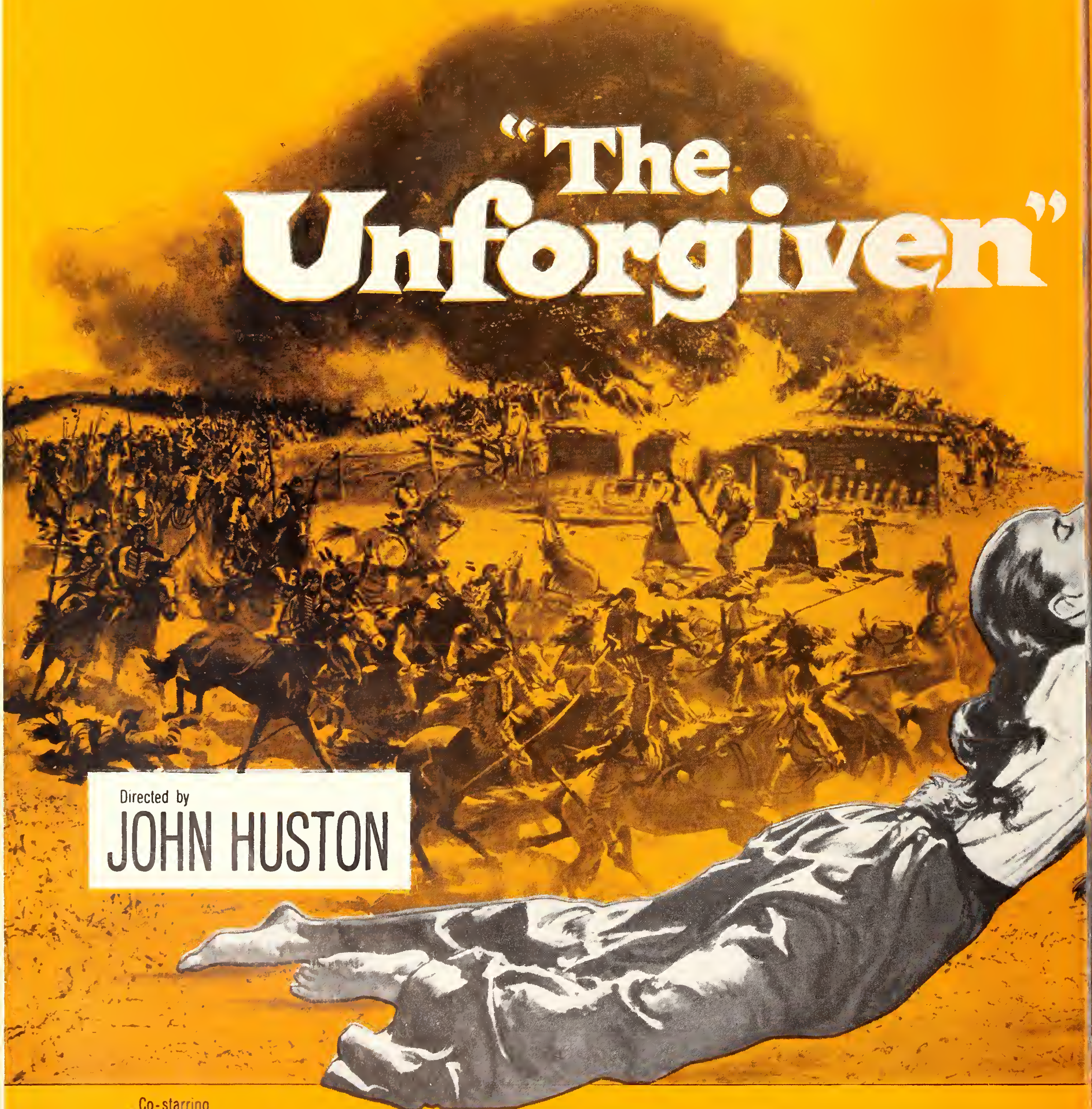
Curtis Will Present Cinematography Awards

General Edward P. Curtis, vice-president of Eastman-Kodak, will present statuettes to winners of cinematography awards on the "Oscar" show Monday night, B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences, announced.

Curtis will present statuettes to winners for best achievement in cinematography in color production and in black and white pictures on the 90-minute open-end show which will be carried over NBC radio and television networks and the Canadian Broadcasting Company starting at 7:30 P.M. (PST).

HECHT-HILL-LANCASTER PRESENT

BURT LANCASTER · AUDRE



"The Unforgiven"

Directed by
JOHN HUSTON

Co-starring

AUDIE MURPHY | JOHN SAXON | CHARLES BICKFOI

Music composed and conducted by DIMITRI TIOMKIN | Photographic Lenses by PANAVIS

EPBURN

UNCONQUERABLE
PASSIONS!

UNEQUALLED
EXCITEMENT!

UNBEATABLE
BOXOFFICE!

...An
UNFORGETTABLE
Motion Picture!

NOW DATING FOR EASTER!

THRU
UA

AN GISH | JOSEPH WISEMAN
RT SALMI | JUNE WALKER

Screenplay by
BEN MADDOW

Produced by
JAMES HILL

ES PRODUCTIONS, INC. PICTURE | **TECHNICOLOR®**

Only 3 Days 'til OSCAR DAY

Tell your patrons and friends to tune in to NBC-TV or NBC-Radio for the biggest show of the year.

'Congo Jungle'

(*Continued from page* 1)

producer of the adventure-documentary filmed in the Belgian Congo under the auspices of King Leopold III, former monarch of Belgium, at a trade press luncheon at the Brussels Restaurant here yesterday.

Storck, who has been producing documentary films on varied scientific subjects since 1927, just arrived in New York from a visit to Boston where he engaged in a series of press, TV and radio interviews in behalf of the film's opening at the Paramount theatre in that city next Wednesday. The Boston advance promotion campaign, which was highlighted by a "TV unbrella saturation," will spearhead "Congo" openings in some 30 cities in the New England territory.

A Year in Preparation

"Masters of the Congo Jungle" was one year in preparation, and took nine months to shoot a total of 200,000 feet, Storck said. There are 20 foreign versions of the film, the total cost of which was $900,000, he revealed. The extraneous footage will be used in the making of 15 scientific short subjects.

In discussing the filming of the picture Storck said that "greater authenticity and an audience sense of being right there" was achieved by the use of normal lenses instead of telescopic lenses. This enabled the camera to get closer to the animals for more realistic effects.

The objections of Spyros P. Skouras, 20th-Fox president, to King Leopold's proposal that 20th-Fox release a natural feature were overcome when he viewed the film, which so impressed him that his company will distribute the film to all free countries of the globe.

Many Aid in the Premiere

The New York opening of "Congo" will be supported by many organizations which have seen and approved the film. These includes the Audubon Society, The Zoological Society of New York, the Museum of Natural History and the National Geographic Society, among others. "The film," he added, "has inspired many scientific observations and articles in such leading magazines as National Geographic."

Storck will leave next Wednesday for Europe where he is scheduled to attend the Cannes Film Festival as a member of the jury.

Storck declared himself "much impressed with the American methods of launching a film," particularly the "sledge-hammer" promotion of the 20th Century-Fox publicity department which is aiming at the film's combined mass and class appeal.

AMPP Defers Strike Talks

(*Continued from page* 1)

day's action by the AMPP, saying:

"A shocking development has occured in the conduct of the producer-Screen Actors Guild negotiations. For the second time this week, the producers have postponed what was hoped would be a final negotiation meeting leading to a settlement of the strike. We should point out that every delay and postponement since negotiations began has been at the request of the producers—usually without explanation.

Points to Compromises

"In a final effort to reach an agreement which would end the strike and return thousands of people affected by this strike to their jobs, the Screen Actors Guild offered substantial compromises in its bargaining position. By Saturday evening, March 26, both the producer and guild committees knew that the terms offered by the guild should settle the strike. Optimistic statements were issued by both sides at the end of that meeting. However, over the weekend the ever-absent presidents of the companies, without the first-hand feel of the give and take of the negotiations, or the compromises reached by both sides and reasons therefore, refused to support the position reached by their own committee. For reasons of their own, they apparently seek to push back the time and the terms of settlement.

"Once again we point out that the guild offered a settlement which was a substantial compromise of the guild's basic position, and this offer was made in order to end the strike and put people back to work. The producers' tactics in continuing the strike would destroy the value of the actors' efforts. There is no industry-wide position for all employees affected by the strike. We have no intention of being both sacrificial lamb and stalking-horse for the producers. If the producers intend to continue the strike, the guild will be compelled to withdraw its compromise offer, which was designed to end the strike."

Boren Conciliatory

In answer to statement issued by Dales, Boren later declared:

"We regret the interruption in negotiations with the SAG and hope for early resumption of negotiations to end the strike and permit reopening of the major studios.

"However, it is not correct to say that at any time negotiations had reached a point which 'should settle the strike.' Although considerable progress had been made, the differences in the positions of the producers and of the guild represented millions of dollars to the industry. It is necessary for the producers to take time to explore thoroughly the economic implications of the present proposals. We will seek further negotiating meetings as soon as this exploration is completed.

"The producers do not want this strike. They did not call it."

Ask More Trust Funds

(*Continued from page* 1)

complexity." Addition of an equal sum will be sought for fiscal 1962.

Closed-door testimony before a House appropriations subcommittee, just made public, shows that no members of the congressional group expressed concern about the anti-trust status of motion pictures.

Material submitted to the committee by the anti-trust division indicates that there are at present six anti-trust suits pending which involve the industry. U.S. vs. United Artists Corp., filed Sept. 15, 1959, is in pre-trial status. Trial has been completed in a 1956 case against Central States Theatre Corp., and an opinion is awaited. A case involving Loew's Inc., (MGM) filed May 27, 1957, involving sale of films to TV is in trial, as is an action brought on April 18, 1957, involving the alleged block-booking of motion pictures to TV by C&C Super and five other firms. Preparation for trial continues in a case against Schine Chain Theatres, Inc., et al., filed March 10, 1954. The so-called Screen Gems case, filed against Columbia Pictures and Universal Pictures on April 10, 1958, is in trial.

White House

(*Continued from page* 1)

larger groups considering the formulation of resolutions. Thus, the group concerned primarily with beliefs and personal codes of conduct, found itself in the position of making a more stringent recommendation concerning communications media than did the group whose prime subject was the mass media themselves.

The first group urged that mass media, including films, "accept greater responsibility for transmitting the ideals and values which make for the wholesome American culture and that serious consideration be given to a more explicit emphasis on those values that bring man to his highest aspirations and deepest inspirations." It suggested that steps be taken to correct "negative influences" like the "present emphasis upon sex and crime."

It also urged the "self-regulating agencies of the mass media" "to accept greater responsibility for the quality of their programs and advertising" "currently beamed into the American home." This same group suggested that research be done into the effect of mass media upon the development of codes of conduct of children.

It is to be noted that in the 19 recommendations submitted to the large group concerned with mass media, not one mentioned motion pic tures as such. Many were concerne with TV and radio, however.

It is believed, however, that th recommendations that will finally b made to the conference—with ever likelihood of adoption—will includ recommendations advocating th adoption of a newspaper advertisin code and a number of the proposal favorable to the industry made b the work-group on films and plays.

MPA Members Will Ai National Library Weel

The member companies of the M tion Picture Association once aga are cooperating in the celebration National Library Week—April 3 to

This weekend there will be mail to nearly 6,000 libraries a copy of 22 x 17 poster featuring 18 outstan ing novels that are at present bei made into motion pictures.

The headline copy on the poster as follows: "Read these importa books—See these big pictures—T Motion Picture Industry Celebrat National Library Week." The lo reads: "A Few of the Books fro which Great Movies are being Mad

The books shown on the poster ar "Man of Montmartre" and "The B Bank Roll" (Allied Artists); "Ki napped" and "Swiss Family Robinso (Buena Vista-Walt Disney); "T Mountain Road" and "Strangers Wh We Meet" (Columbia); "Home fro the Hill" and "Please Don't Eat t Daisies" (MGM); "Counterfeit Tra tor" and "The World of Suzie Won (Paramount); "Wake Me When I Over" and "From the Terrace" (20 Century-Fox); "Hawaii" and "Advi and Consent" (United Artists); "T Snow Queen" and "Spartacus" (Un versal); and "Rachel Cade" and "I Palace" (Warner Bros.).

Berlo, National Suit On Concessions Settled

Special to THE DAILY

BOSTON, March 31.—Settleme of the suit of Berlo Vending C against National Amusements, Inc. r garding the concession stand at th Queens Chapel Theatre in Prin George's County near Hyattsvill Md., was announced here.

Berlo sued when National refuse to recognize the concession contra entered into by Berlo with Johnso and Saunders for the theatre.

As part of the settlement, Nation Amusements recognizes that the co cession contract was of binding leg effect on it as purchaser of the Queen Chapel Theatre.

Compo Ad on Reopenin

The 114th in the series of Comp ads in *Editor & Publisher* reprints news dispatch from Benson, Minn stating that the reopening of th town's only theatre was celebrate with a municipal banquet in recog nition of the theatre's importance t the business and social life of th community. The ad will appear to morrow.

RKO, Zenith

(*Continued from page* 1)

C authorization. RKO plans, how- sly and begin operations as soon as ssible after authorization is re- ived." Wright asserted that Zenith s a fully-tested decoding device for e Phonevision system. The company ill be able to start tooling for pro- ction by the time the test autho- ation is granted, and should be de- ering units in a matter of months ereafter."

Broadcast-Day Described

Pattern for broadcasting in the artford test, if FCC approves, has en suggested to the agency by nith in the past. During most of e broadcast day, O'Neil stated, VHCT will broadcast sponsored and staining programs just like any other station. For a few hours each day, e station will operate on a sub- ription basis, presenting without mmercials major box office features t shown on regular TV." These will available only to subscribers, "who ll be charged a fee for each fea- re seen that will be substantially low the cost of going outside the me to see it." Charges will be made ly for pay shows actually viewed.

According to O'Neil, "negotiations e now in progress with a number of ajor entertainment producers in dif- ent fields, but it is too early at this ne to reveal details."

Called 'Typical American City'

Hartford was selected as a test site, stated, after detailed studies by the o companies of a number of loca- ns. As a test market, Hartford is many respects a typical American y," he said, noting that "the people Hartford will have a chance to cide whether they want the advan- ges of subscription TV in addition the already ample commercial serv- available."

Wright asserted that "RKO Gen- al is an ideal company to conduct subscription TV operation. It has tensive experience in the field of tertainment and is one of the most portant entities in broadcasting, cond only to the major networks in mber of TV and radio stations op- ated and populations served. It now ns and operates VHF TV stations Boston, Los Angeles, New York, d Memphis and has an interest in a indsor, Ontario, VHF station. It o owns six radio stations.

Sees Demand at Peak

Wright added that "market studies licate that public demand for the gh quality entertainment that sub- iption TV can present is at an all- ne peak." As he sees it, "this test ll demonstrate that Hartford and nation are ready for a subscrip- n system supplementing sponsored ograms, to provide not only box ice entertainment for considerably s than out-of-home attendance, but o a type of local sponsored and blic service programming that is t now available in many commu- ies."

Television Today

Voting Schedule for 'Emmy' Awards Listed

From THE DAILY Bureau

HOLLYWOOD, March 31. — The schedule of events leading up to the presentation of the 12th annual "Emmy" awards on June 20 has been announced by Walter Cronkite, president of the National Academy of Television Arts and Sciences.

Today is the final telecast date for programs eligible for this year's awards. Thus, the "Emmy" award "year" will be from March 1, 1959 through March 31, 1960—a 13 month period. The late season presentation of the "Emmy's" has enabled the Academy to reach its goal of presenting the awards for most of the TV season's telecasts.

Mail Nominations April 22

Producers will make entries of their best efforts of the last quarter of the Awards year by April 4. Then, on April 22, Price Waterhouse and Co., accountants in charge of the "Emmy" balloting, will mail nominations ballots to more than six thousand TV Academy members in seven chapters across the country. Deadline for return of nominations is May 6.

On May 23, the Academy will announce the nominees in the 21 awards categories. On May 30, the final ballot will be mailed to Academy members. Deadline for return of the final votes selecting the "Emmy" winners is June 10.

Presentation of the awards will be made on the "special" telecast on June 20, from 10 to 11:30 P.M. (EDT) over the NBC network. Sponsors for this year's "Emmy" awards program are Procter & Gamble for Lilt and the Greyhound Corporation.

Hartford Plans Film Festival in Bahamas

A motion picture and television film festival is being planned for the fall on Paradise Island in the Bahamas by Huntington Hartford, who recently purchased the island.

Hartford, principal stockholder of the A & P Food Chain, is well known for his theatrical and cultural activities. He recently accepted the post of finance chairman of the United States Committee for the United Nations.

Pease Leaves B.V.

Paul Pease, treasurer and member of the board of directors of both Walt Disney Productions and Disneyland Inc., has resigned to accept a position with a company outside the entertainment industry. Pease's resignation terminates a 22 year association with Disney, during which he served in various financial capacities. His new affiliation will be announced later.

Who's Where

Appointment of **Richard Rector** as a commercial producer and **William J. Hallahan** as an assistant commercial producer for CBS Television Production Sales was announced by **Tom Judge**, director, production sales. They will report to **Joseph Manetta**, executive producer, CBS Television Production Sales.

□

The appointment of **Anthony Boschetti** and **Arthur Kane** to the unit managers staff of the studio operations department of the CBS Television Network was announced by **H. C. Meier**, manager, studio production, CBS Television Network.

□

Leonard Traube has been appointed director of information services and advertising for WCBS-TV, effective Monday, April 11. The station has merged its publicity, advertising and promotion departments in a move aimed at greater efficiency, according to **Frank J. Shakespeare, Jr.**, vice-president and general manager.

□

The promotions of **Leonard Allen** to manager, foreign news, and **Donald V. Meaney** to manager, national news, were announced by **Joseph O. Meyers**, director, NBC News.

Six Added to 'Oscar' TV Show; Cast Now at 32

From THE DAILY Bureau

HOLLYWOOD, March 31. — Wendell Corey, Mitzi Gaynor, Gene Kelly, Olivia de Havilland, Edmond O'Brien and Robert Ryan have been added to the cast of the 32nd annual "Oscar" show Monday night, Arthur Freed, producer of the program for the Academy of Motion Picture Arts and Sciences, announced.

This brings to 32 the number of stars in the show which gets underway 7:30 p.m. (PST) at the RKO Pantages Theatre in Hollywood.

Previously announced were Fred Astaire, Richard Conte, Gary Cooper, Tony Curtis, Arlene Dahl, Doris Day, Angie Dickinson, Haya Harareet, Susan Hayward, Rock Hudson, Fernando Lamas, Hope Lange, Janet Leigh, Carl Reiner, Barbara Rush, Robert Wagner, John Wayne and Natalie Wood.

Others on the show include Bob Hope, master of ceremonies; Yves Montand and Ella Fitzgerald, who will perform specialty numbers; and Sammy Davis, Jr., Gogi Grant, Joni James, Frankie Laine and Frankie Vaughn. The latter five will sing nominated songs.

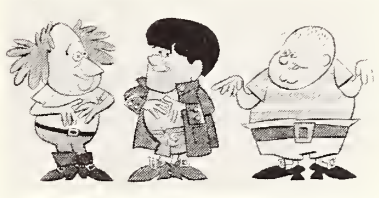
The 90-minute open-end show will be carried over the combined television and radio networks of the National Broadcasting Company and the Canadian Broadcasting Corp.

3 Stooges Ready 'Fresh' TV Series

By SAMUEL D. BERNS

HOLLYWOOD, March 31. — The high ratings garnered by hundreds of old Three Stooges' comedies, now in their sixth run in many of the 156 markets showing the Screen Gems syndicated show, has inspired "Larry, Moe and Curly Joe" to produce their own "fresh" film series expressly for television titled "Three Stooges Scapbook."

In an interview with Moe Howard, who formed the Three Stooges' partnership more than 25 years ago, and Norman Maurer, producer of the new series, it was pointed out that the new format will include a special added feature. In addition to the live action, which will occupy about 15 minutes of the half-hour program, two five-minute segments of animated cartoons are integrated in which the Stooges are cartoon characters carrying on their zany antics.



Howard called attention to the fact that the Stooges will eliminate any semblance of violence, such as "direct thumbing, pulling noses or slapping," which figured prominently in their old comedies.

"We are going directly into the home for family entertainment, and believe we can achieve high comedy without resorting to the kind of violence that kids are apt to imitate," Howard pointed out.

To Be Filmed in Color

The entire series will be filmed in color on the new Eastman 5250 stock as a protective measure for residual interest in the foreseeable future of mass conversion to color television receivers, Maurer stated.

The initial segment, directed by Sidney Miller, who will supervise a number of others in the series, was completed this week and is being considered by network sponsor interests.

UJA Films on WABC-TV

Three half-hour United Jewish Appeal films produced overseas will be presented on WABC-TV, Channel 7, on successive Sundays—April 10, 17 and 24—starting at 10:30 A.M. "The Dock" and "The Key," the first and second slated for televising, were shot in Israel; the third film, "A Mother for Shamsi," was produced in Iran.

Continuous Run Set For 'Scent' in Chicago

Special to THE DAILY

CHICAGO, March 31. — Todd's Cinestage Theatre will drop its reserved, hard ticket policy for "Scent of Mystery" tomorrow to change over to continuous showings at popular prices. Prices will be 90c from 9:00 A.M. to 12:00 P.M.; $1.25, 12 to 5 P.M.; and $1.80 thereafter.

Classification

(*Continued from page* 1)

measure were re-introduced at the 1961 session of the legislature.

The Catholic War Veterans, of Brooklyn, reportedly sent a message urging the rules committee to report the Younglove proposal. Rev. Theodore Conklin, of Syracuse, general secretary of the State Council of Churches (Protestant) whose legislative commission had filed a memorandum of support with every legislator, repeated his belief the bill contained "a positive and affirmative approach to a difficult problem" and therefore should be enacted. The council was walking a fine line between censorship on the one hand and the protection of children from objectionable material on the other.

Industry Objections Heard

A report said that Dr. Conklin had listened, at a luncheon session in New York, to industry objections from spokesmen for the Motion Picture Association of America, the Council of Motion Picture Organizations, and the Metropolitan Motion Picture Theatres Association—among others—before the state council's legislative commission voted support for the bill.

The measure, which would have taken effect immediately, provided the State Education Department's motion picture division could classify a film, in licensing it, as "approved for patronage by children attending the elementary and secondary schools of the state."

Provided for 'Seal'

The division, if empowered by the Regents, could have awarded to the producers, exhibitors and distributors of a picture so classified, "a seal or other appropriate evidence of its approval."

The division would also have published and disseminated, at such times and in such places as directed by the Regents, a list of pictures rated "approved" for school children.

The applicant for a license, if denied an "approved" classification, could have appealed to the Regents.

The Joint Legislative Committee on Offensive and Obscene Material drafted the bill.

Fox Acquires 'Alex'

Distribution rights to the British war drama, "Ice Cold In Alex," have been acquired by 20th Century-Fox. It is tentatively set for fall release.

AT THE PARAMOUNT press conference yesterday: left to right, Barney Balaban, Paramount president; Russell Holman, eastern production head; Marcus Reback, husband of Taylor Caldwell, and Miss Caldwell, author of "Dear and Glorious Physician," which Paramount will film.

Balaban Hits Pay-TV Opponent

(*Continued from page* 1)

all, it will not be until the system is in operation here. Our legislators have the good taste and common sense to know a good thing when they see it," Balaban said.

Says Harling 'Makes Trouble'

He stated that it was the job of Philip Harling, head of the anti-toll-TV committee of Theatre Owners of America, "to make trouble for us." TOA favors an absolute ban on pay-TV in order to "safeguard" free television in America. It stands behind the Harris Bill (introduced by Rep. Oren E. Harris) which empowers the Federal Communications Commission to control cable pay-TV as well over-the-air toll video, which is already under its jurisdiction. Harling earlier this week urged unremitting warfare on pay-TV, whether through the air or by wire, at the annual convention of the I.T.O. of Arkansas.

"Telemeter hasn't sold any franchises yet, but if we wanted to we could sell 100 franchises in the next two weeks. That's how favorable the reaction has been," Balaban said.

The executive did not rule out other pay-TV systems. He said he was glad to see the progress being made by other organizations such as Zenith and RKO General promoting the system. "We've never deluded ourselves into believing ours was the only system that could be a success," he added.

Believes Use Will Increase

Balaban also predicted greater use of Paramount facilities in Hollywood by television companies which already are utilizing two of the film company's lots. CBS has rented facilities to produce two half-hour programs and NBC also is producing two shows at Paramount.

"This," the executive said, "answers the question of studio overhead. On the other hand, we don't intend to go overboard and interfere with our own theatrical productions by parceling out too much of our space."

The industry's theme today is "retrench or dry up," Balaban said. He emphasized the need for fresh, new personnel in all motion picture branches and said he is ready and willing to make any additions necessary to Paramount's well-being.

"Things aren't as they were 15 years ago when all production workers were on a regular salaried basis. The transition we've gone through has taught us valuable lessons."

Production at Paramount will resume the moment the strike ends and, as far as he's concerned, the strike is the most pressing problem Balaban now faces.

Minimum Pay Bill

(*Continued from page* 1)

B. Erway, Albany Democrat, inquired whether the measure provided an exemption for motion picture theatre employees. Senator Erway said he had been informed that larger theatres could absorb the increase, but that it might prove a burden to smaller houses. Erway was informed that the measure did not exempt motion picture theatre workers. The largest number of such not now receiving a minimum of $1 are ushers—paid 75 cents hourly. Many of them are students.

The Council of Motion Picture Organizations and the Metropolitan Motion Picture Theatres Association strongly opposed the legislation, which Governor Nelson Rockefeller advocated.

The Democrats joined with Republicans in adopting—despite the fact the Democrats wished to set the "floor" at $1.25 per hour.

'Physician

(*Continued from page* 1)

screen rights to Taylor Caldwell best-selling novel about St. Luke we given to the press yesterday by Ba ney Balaban, Paramount President, the company's home office here. Bal ban said he thought the acquisitic was important enough to attract hi to his first conference which dea only with the purchase of a book b the company. Miss Caldwell and he husband, Marcus Reback, who is als her collaborator and business mar ager, accompanied Balaban.

"Our production plans are incon plete, but we think this picture is in portant enough to take as much tim as it needs. We may spend $5,000,00 or $15,000,000 on it and we know will be filmed on location in Greec Rome and parts of the Middle Eas But it hasn't been cast yet and n one has been assigned to write th screenplay," Balaban said. Henr Blanke will produce.

Paramount's plans to produce "Dea and Glorious Physician" have bee well-received by spiritual leade here, notably those of the Roma Catholic heirarchy, Balaban said.

He said pictures such as this on those of an affirmative spiritnal na ture, bring not only credit but als profit to the industry. Paramount pu chased the novel because it was best-seller, was sincere and utilize realistic characters in an importar love story, according to Balaban.

Solomon Named

(*Continued from page* 1)

formulate and develop the elaborat international merchandising campaig for "Hercules Unchained," the nev Embassy presentation which Warne Brothers will distribute this summer.

Solomon, an industry veteran of 3 years, was exploitation manager fo 20th Century-Fox prior to joining Em bassy. He began in the motion pictur industry with Balaban and Katz i Chicago, moving to 20th-Fox in 194 as a member of the exploitation de partment.

'Comedy' Gross $1,62

Twenieth Century-Fox's "Whe Comedy Was King," in its first com plete day (Wednesday) at the re furbished 68th Street Playhouse her grossed $1,623 in a pouring rain, new record in the 45-year history o the theatre, managing director Walte Brecher has announced.

'Company' Is Shelved

HOLLYWOOD, March 31. — Wil liam Perlberg ad George Seaton hav definitely shelved production on "Th Pleasure of His Company," Para mount, release, because of the Scree Actors Guild strike, and will resum shooting in November after they com plete "The Counterfeit Traitor" i Europe.

"The Pleasure of His Company was started Feb. 5, and was one-hal completed at the time the strike.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 87, NO. 64 NEW YORK, U.S.A., MONDAY, APRIL 4, 1960 TEN CENTS

White House Confab

.dherence to ;odes' Urged .t Youth Meet

oducers Also Advised Avoid Sordid Themes

By E. H. KAHN

/ASHINGTON, April 3. — The l session of the White House Con- nce on Children and Youth should e the industry with a feeling of ouragement. It adopted with few iges a number of resolutions that ıld appeal to the industry.

t the same time, however, it made r something already well known he industry—that there is a size- group that is concerned with the s it produces. On balance, it seems r that the good outweighs the bad, that it is out of fashion to in-

(Continued on page 4)

ench Bishops Attack moral Film Trend

Special to THE DAILY

ARIS, April 1 (By Air Mail).— iety at the growing immorality of e French films was expressed by Roman Catholic cardinals and ıbishops of France at the close of r spring meeting here today. The ement added that even more seri- than specific immoral themes and ıes was the fact that "certain film ters seem to show the clear desire free man from all morality, even ıral morality.

The influence of these films per-

(Continued on page 4)

rnfield Retiring from th-Fox Posts Abroad

lbert Cornfield, 20th Century-Fox ıaging director for Continental ope and the Near and Middle East, special representative for the ted Kingdom, announced at the kend that he will voluntarily retire n the company, effective May 1.

n announcing his retirement, Corn-

(Continued on page 4)

LEVISION TODAY—page 5

TOA Sees 'Starvation' Film Diet, But Enough to Keep Theatres Open

Product supply will be "tremendously tight" for many months ahead, regardless of how soon the studio strike is settled, members of Theatre Owners of America are told in the organization's current bulletin.

"The starvation diet of releases will be just about enough to keep virtually all of our theatres operating. New impetus for production remains the only key to ease the current bind," the bulletin declares.

The strike already has left its im-

(Continued on page 4)

U. A. Hits Allied's E. D. C. Charges

W. J. Heineman

In the first instance of a major company hitting back at charges and criticisms contained in the new series of bulletins issued by Allied States' emergency defense committee, of which Trueman T. Rembusch of Franklin, Ind., is chairman, William J. Heineman, United Artists vice-president, on Friday characterized an assortment of E.D.C. charges against his company as "categorically untrue and without basis in fact."

The E.D.C. bulletin in question said that its writer was "reliably informed" that United Artists' "pay or no adjustment rule" is not enforced against "the larger former affiliated circuits";

(Continued on page 3)

Johnston Hails Defeat Of Classification Bill

Failure of the New York Senate to act on the film classification bill before it adjourned last Thursday night was hailed at the weekend by Eric Johnson, president of the Motion Picture Association.

His statement read as follows:

"The killing of film censorship

(Continue on page 2)

Younglove Committee Extended for Year

Special to THE DAILY

ALBANY, April 3.—The Senate concurred with the Assembly in adopting a resolution extending to March 31, 1961, the life of the Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material.

As reported in amended form by

(Continue on page 2)

Expect Record Audience of 140,000,000 To See 'Oscar' TV-Radio Show Tonight

Some 100,000,000 television viewers and 40,000,000 radio listeners are expected to tune in tonight to see the 32nd annual awards presentation of the Academy of Motion Picture Arts and Sciences from the RKO Pantages Theatre in Hollywood.

This total of 140,000,000 would represent the largest mass audience in the history of radio and television and considerably more than saw and heard last year's affair which received a record 57.8 Trendex rating.

The 90-minute open-end program, which will be allowed to continue beyond its alloted time should the ceremonies run long, is sponsored for the third consecutive year by the motion picture industry and will be presented without commercials over the combined radio and television facilities of the National Broadcasting Company and the Canadian Broadcasting Company starting at 7:30 P.M. (PST) and 10:30 (EST).

This year, also for the third time, the Academy will hold a dinner dance at the Beverly Hilton Hotel immediately following the ceremonies. To this have been invited all nominees and participants in the show.

Bob Hope will act as sole master of ceremonies.

Dual Membership

See Precedents Slowing Up Strike Talks

Speculate on AFTRA's Possible Sideline Role

From THE DAILY Bureau

HOLLYWOOD, April 3.—Weighing the many possible reasons for the unexpected delay in SAG and AMPP strike settlement negotiations last week, informed persons here are speculating on how significant a role the American Federation of Television & Radio Artists may be playing, known or unknown to itself, in the bargaining going on between SAG and AMPP.

The inspiration for this informed type of speculation is the fact that while many actors belong to both SAG and AFTRA, only the latter has a pension plan. It is reasoned that SAG, to maintain its position *vis a vis*

(Continued on page 5)

DGA New Pact Terms Stress Pay for TV

From THE DAILY Bureau

HOLLYWOOD, April 3.—The Director's Guild of America revealed its contractual demands when its present agreement expires April 30, in a new basic agreement form sent to producers this week. Highlighting the terms of a new two-year contract are the following proposals:

(1) Producers' choice of paying

(Continued on page 5)

Plan New Theatre in Skokie, Near Chicago

Special to THE DAILY

CHICAGO, April 3. — M & R Amusement Companies has bought nearly seven acres of land in Skokie, near Chicago, on which the firm plans to build a new indoor theatre.

The site is close to busy Skokie Highway and to the mammoth Old Orchard Shopping Center. Further plans of the project will be announced later by Ray Marks, a partner in M & R.

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, arrived in New York from London at the weekend and proceeded to Hollywood from here.

•

FRED STOESSEL, president of Fredric Stoessel, Inc., is in Chicago today from New York.

•

STALEY KRAMER, producer director of United Artists' "Inherit the Wind," will arrive here from the Coast today with a print of the production.

•

HAL WALLIS returned to Hollywood at the weekend from New York.

•

ROBERT MONTGOMERY, actor-producer-director, arrived in New York yesterday from the Coast.

•

AL ODEAL and HARRY PERTKA, of Tele Features, Inc., are in Chicago from New York.

•

ALFRED HITCHCOCK left California at the weekend for the Orient, on the first leg of a world tour.

•

FRED GOLDBERG, United Artists national director of advertising-publicity, has returned to New York from St. Louis.

•

DAVID SUPOWITZ, theatre architect of Philadelphia, is recuperating there following surgery.

•

DAVE EMANUEL, president of Governor Films has left New York for Chicago, Pittsburgh, Kansas City and Minneapolis.

•

ARTHUR MILLER, playwright, and FRANK E. TAYLOR, producer of Seven Arts' "The Misfits" for United Artists, have left Hollywood for Reno, Nev., to inspect location sites.

check with.... national screen service for the best in SPECIAL TRAILERS

'Salt' Plaintiffs Taxed After Suit Dismissal

Costs in excess of $2,400 were taxed today against Independent Productions and IPC Distributors, the producer and distributor of "Salt of the Earth," who had filed an anti-trust suit against virtually the entire motion picture industry. This sum was sought by the motion picture company defendants following their success in having the $7,500,000 suit dismissed. The picture, "Salt of the Earth," was written by Michael Wilson, directed by Paul Jarrico, and produced by Herbert Biberman.

Argued by Myles Lane

Myles J. Lane of Schwartz & Frohlich, formerly United States Attorney for the Southern District of New York, who has been head counsel during the past three years for the motion picture company defendants, argued the motion for costs.

Federal District Judge McGohey, in granting defendants costs, commented that the repeated objections made by plaintiffs' counsel during lengthy pre-trial examinations were responsible for enlarging the record and the costs incurred by defendants.

Exchanges Warned on Changes in 'Stars'

Columbia Pictures International, at the request of producer Charles H. Schneer, has issued a directive to all its exchanges throughout the world informing them that "no changes whatsoever" may be made in "I Aim At the Stars," the Wernher von Braun Story, without securing the approval of the producer. Purpose of the directive is "to protect the integrity of the story and to obviate any legal complications which might arise from indiscriminate changes after release."

The directive points out that eight living persons are portrayed in this story of the famed space scientist and that the U.S. Department of Defense, which cooperated in production, has given the finished picture full endorsement. Exchanges are warned that "any changes demanded for censorship purposes, or any other purpose, must first be cleared with the producer."

Sidney Plays Host

VISTA HERMOSA, Mexico, April 3.—Producer-director George Sidney, who is currently filming "Pepe," Sidney International-Posa Films Internacional production for Columbia Pictures distribution here, with Cantinflas starred, played host Friday on the set here to Robert Hill, the United States Ambassador to Mexico. Hill came to Vista Hermosa from the embassy in Mexico City and spent the day observing the location filming.

Schine Opens Hotel; Brackett 1st Guest

Special to THE DAILY

SARATOGA, N.Y., April 3.—Schine Hotels opened their new Gideon Putman Hotel here at the weekend, and the first guest turned out to be a prominent member of the motion picture industry. It was Charles Brackett, producer for 20th Century-Fox, who was born in Saratoga Springs.

Seymour Morris, director of advertising and publicity for Schine Theatres, said the vocation of the hotel's initial guest was a pleasant coincidence.

Ferguson on Coast For Talks on Product

From THE DAILY Bureau

HOLLYWOOD, April 3. — Robert S. Ferguson, Columbia Pictures national director of advertising, publicity and exploitation, arrives in Hollywood tomorrow from Phoenix for top-level conferences in connection with forthcoming Columbia releases.

Ferguson and top West Coast studio executives will discuss Columbia's promotion plans on the following films: "Pepe," "The Mountain Road," "Song Without End," "Strangers When We Meet," "All The Young Men," "Reach For Tomorrow," and "13 Ghosts."

Ferguson will arrive from Phoenix where he attended the world premiere of Drexel's "Because They're Young."

Nutting, British Official, To Assist on 'Lawrence'

The Rt. Hon. Anthony Nutting, former British minister and member of Parliament, will serve as a special assistant to producer Sam Spiegel and director David Lean on "Lawrence of Arabia."

The Horizon Pictures production will be released through Columbia. Nutting, who has had no previous experience in the motion picture industry, will work with Spiegel and Lean preliminary to the actual start of production, and continue through filming and the worldwide release of the film.

'Fugitive' Book Tie-In

United Artists and Signet Publications are launching a major movie-book promotion blanketing some 8500 book stores and retail outlets in the metropolitan New York area for the dual premiere of Tennessee Williams' "The Fugitive Kind" at the Astor and Plaza Theatres April 14. The advance exploitation drive includes store displays and counter cards, which focus on the two-theatre engagement.

Johnston Hails

(Continued from page 1)

through classification in the New Yo Legislature should give renewed hea and courage to everyone in Americ who believes in freedom.

"Lately there has been a tendenc among some sections of the America public to run away from freedom b turning over parental responsibility t outsiders. This was what the censorshi forces sought to accomplish in Ne York.

"The results in Albany should be lesson to these censorship advocate that there are men and women i political life in the United States wh refuse to be stampeded into chippin away at liberty, and are steadfastl prepared to resist encroachments o the First Amendment.

Sees Whole Industry Aided

"The entire motion picture industr will wish to salute the New York Sen ate for standing firm against assaults o America's traditional concepts of free dom.

"And all in the industry will wis to offer sincerest congratulations t those—whose numbers are legion—wh carried the fight in Albany to such magnificent conclusion.

"It was a real team effort. While thi is a significant victory, we must no let our guard down. We must con tinue standing together to fight off ef forts for motion picture censorshi wherever they appear."

Younglove Committee

(Continued from page 1)

the Assembly rules committee, th appropriation was reduced from $25,000 to $10,000. Remaining unexpended funds were reappropriated.

The resolution stated that "widespread public concern has been evidenced relative to the type of material being disseminated in this stat by mass media of communication, including magazines, comic books, radio, television and motion pictures This committee has made an extensive investigation into these fields has accumulated a great deal of important factual material and has rendered numerous reports to the legislature resulting in constructive change in state law. It appears that there i a continuing need for specialize study and recommendation to the legislature in connection with this problem." Assemblyman Joseph R. Younglove, Johnstown Republican, is committee chairman.

Jack Zide's Mother Die

DETROIT, April 3. — Rose Zide mother of Jack Zide, president of Allied Pictures Corp., died suddenl here of a heart attack. She is survived also by her husband, Ike Zide and a daughter, Mrs. Adele Yaker.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herhert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Samuel Goldwyn last night was nored by the German government a palace reception in Munich held llowing the European premiere of orgy and Bess." Dignitaries from over Europe attended the premiere d the reception, and joined in tri- te to Goldwyn for his contribution the aid of German refugees.

□

Arthur Hornblow, Jr., producer; **ed Zinnemann,** director, and **Harry ·kerman,** television executive, all aduates of Dartmouth, have ac- pted membership on the Theatre lvisory Group to the Hopkins Cen- of the college. The group will sist in planning the dramatic work the new educational and cultural nter.

□

Harry Brandt has accepted the airmanship of the presidents' lunch- n for Cinema Lodge, B'nai B'rith, be held April 21 at the Hotel Astor re. Assisting **Brandt** will be co- airmen **Herman Schleier, Martin ·vine, Jack Levin, Howard Minsky** d **Noel Meadow.**

□

Hugo Jacobsmeyer, a veteran of 47 ars in the film industry, and asso- ted with Consolidated Film Indus- es since 1928, retired on Friday. so retiring on that day was **George roul,** 40 years in the industry, 34 them with CFI.

□

Russ Raycroft, formerly national TV ector for Wilding Pictures, has ned UPA Pictures, Inc., Burbank, l., as eastern sales manager with adquarters in New York.

□

Wolf Mankowitz, English writer- oducer, has made arrangements to represented in the U. S. by Fam- s Artists Corp. Included in the deal film properties, stage plays and evision productions.

□

Richard M. Westebbe, son of **Max estebbe,** distributor of domestic and eign films in the Buffalo and Al- ny area, has been appointed execu- e director of the Foreign Trade Ad- nistration in Athens, Greece.

□

Jack Baldock has returned from lifornia to Denver to take over nagement of the Centennial Drive- Theatre there, scheduled to reopen s week.

□

Lester Wilson, owner-operator of Ashway Drive-in Theatre, Greens- le, Tenn., has taken over the Nite to Movie from O. G. Roeden.

□

Mrs. Melvin J. Fox, wife of the ad of the independent Fox circuit the Philadelphia-New Jersey area, s honored by the Levittown, J., chapter of Deborah Hospital t week, at which time the organ- tion changed its name to the rginia Fox Chapter.

UA Hits Allied EDC Charges

(*Continued from page 1*)

that UA has reduced its prints available "below the low average of all companies," and asserted that U.A. "managers will privately confirm this."

In a strongly-worded response, Heineman described the Allied States' charges as "a random series of general allegations that distort and contradict the verifiable facts. If there are specific charges of inequities, instead of garbled rumor and hearsay, we will be happy to discuss the problem with the parties involved."

The UA sales chief further stated that the company's policy was completely misrepresented in the Allied statement. In a point-by-point rebuttal he flatly denied the charge that UA's so-called "pay or no adjustment policy" had not been invoked against the larger circuits.

In reply to the Allied States' charge that UA had "reduced the supply of available prints," he stated without qualification that UA today orders more prints than ever before in the history of the company. "We will be happy to compare our print order on major pictures with print orders of any other company. Our average orders either equal or exceed those of the other majors."

As to a general charge of unfair and unwise business practice, Heineman declared "Our sales policies are based on what we have determined over the years to be sound and viable business principles. As a publicly-owned corporation, our company's method of operation is entirely accountable to its stockholders. This series of general allegations is both capricious and untrue. We will continue to function on the basis of what we consider to be sound and equitable business principles."

I.A. Names Tomasetti Ninth Vice-President

Jerry Tomasetti, business agent of Film Exchange Employes, Local B-51, New York, has been elected ninth vice-president of the I.A.T.S.E. He was chosen by the general executive board at its semi-annual convention in Portland, Ore., to fill the unexpired term of the late Louise Wright of Dallas, Texas, as vice-president representing the organization's Special Department.

A member of Local B-51 since 1941, Tomasetti was a shipper at the New York exchanges of 20th Century-Fox, Republic and Bonded Film Distributing Corporation prior to being elected business agent of the local in 1949. He is also a member of the board of trustees of the I.A.T.S.E. Film Exchange Employees Pension Fund.

Pennebaker, Baroda To Produce 'Babylon'

From THE DAILY Bureau

HOLLYWOOD, April 3. – A co-production deal involving Pennebaker Productions and the recently activated Gary Cooper firm, Baroda Productions, was concluded with announcement that Cooper will star in the film version of the Max Ehrluch novel, "First Train to Babylon."

The film will be shot in England in September. It will be produced by Pennebaker executives, George Glass and Walter Seltzer, and directed by Michael Anderson. United Artists will release.

Demolition Starting For Loew's Lexington

Loew's Lexington Theatre, 46-year-old East Side landmark, closed its doors on Sunday night. Demolition of the structure will begin today to make way for a modern hotel to be erected on the site.

Set Hearing May 17 In Chicago IATSE Row

Special to THE DAILY

CHICAGO, April 3.–A new hearing was set at the weekend for May 17 by Judge Walker Butler in Superior Court here in the dispute between the Essanness Theatrical Corp. and the local IATSE. The union has demanded that the company employ three stage hands at the Woods Theatre and management has refused.

The theatre was closed March 25 for 9 hours when the stage hands walked out and reopened until last Thursday when Judge Butler refused the plea of the theatre for an injunction against picketing. The theatre closed down again this past Friday when two pickets were posted again.

In setting a new hearing May 17 Judge Butler ruled he would not act until the National Labor Relations Board decides whether or not it has jurisdiction in the case.

Oregon Theatre Owners To Meet on April 27

PORTLAND, Oreg., April 3.–The Oregon Theatre Owners Association, an affiliate of the Theatre Owners of America, will hold a one day convention at the Benson Hotel here on Wednesday, April 27, Albert Forman of Portland, unit president, announced today.

Forman said he expects that Senator Wayne Morse of Oregon, who has been a key member of the Senate Labor Committee which is now considering extension of the Wages and Hours Laws, to be the principal speaker.

New L & G Drive-In

BOSTON, April 3–The Chelmsford Drive-in, Chelmsford, Mass., has been taken over by Lockwood & Gordon Enterprises on a long term lease, marking the 16th drive-in in the chain, it has been announced by Arthur Lockwood, president of the circuit.

British Plan Conference on Film Violence

By WILLIAM PAY

LONDON, April 3.–A conference is shortly to be convened between the British Board of Film Censors and the local authorities' associations to see whether a greater co-ordination of views can be achieved to prevent films having anti-social influences.

This was announced in the House of Commons by Mr. Vosper, Under Secretary, Home Office, during a debate on horror films. Asked what the Government could do about the increasing number of films in which violence and brutality figures in more degrading forms, Vosper replied: "The Board of Film Censors was very much concerned about the type of film described, particularly films depicting crime and violence which could be imitated by others, especially young people.

Some Scenes Removed

"It was the practice of the Board to reject or cut films which portrayed crime of a kind that might encourage young people to commit it in real life. The Board also adopted a similar rigid approach towards films which encouraged anti-social behaviour particularly among young people, and removed scenes which appeared to be disgusting or repulsive, and invariably gave such films an 'X' certificate."

Answering criticisms of lurid film advertisements, Vosper hinted at the possibility of taking powers to control such advertisements.

Winding-up the debate he said: "This has caused some concern recently. Under existing powers the local authority can control the nature of an advertisement outside the cinema, but it is far more doubtful if these powers extend to other places. There is no power to prevent a distributor proclaiming in a newspaper advertisement the sensational nature of his film."

Vosper did not know whether powers should be taken to control advertisements of this nature. It is preferable to rely on control by voluntary restraint, he said, and he hopes that those responsible for advertisements will use a great degree of restraint.

Garrett 'Abner' Winner

Ben H. Garrett, manager of the Paramount Theatre, Nashville, is the winning exhibitor in the national "Li'l Abner-Daisy Mae Look-Alike Contest." He will receive a free trip to Hollywood for two.

The "Look-Alike" winners were Sherry Roberson, 18, and Lionel Lillicrap, 16, both of Nashville.

Embassy Pictures Moves

Embassy Pictures Corporation has moved its headquarters to the Time and Life Building here.

Starvation Diet

(*Continued from page 1*)

print on all companies' release schedules, it contends. Numerically, it lists the following releases by company for the first six months of 1960:

Allied Artists, 8; American International Pictures, 5; Disney Prods., 4; Columbia, 16; M-G-M, 9; Paramount, 12; 20th Century-Fox, 20; United Artists, 18; Universal, 10; and Warners, 9—a total of 111 for the six months, compared to 122 for the corresponding period last year.

By months, releases are listed thusly: January, 1960, 16; January 1959, 22; February, 1960, 22; February, 1959, 22; March, 1960, 14; 1959, 23; April, 1960, 17; 1959, 17; May, 1960, 21; 1959, 18; June, 1960, 21; 1959, 20.

Of the total for the first half of 1960, the bulletin notes that five are Russian cultural exchange films and that nearly a dozen others are of foreign origin, "which are of questionable playability for the small town theatres."

James Nicholson Quoted

However, countering this, it cites statements by James Nicholson that AIP will increase its announced 11 releases by "5 to 10 more," and by Spyros Skouras that 20th-Fox will have "at least" 52 feature releases in 1960.

Reviewing new production activity, the bulletin says the "Net result is that of the 28 films listed as going before the cameras in 1960, eight are strike-bound, and five are being shot overseas for release by the struck majors. The net of 20 films in actual shooting or completed still compares favorably with the thin 1959 fare of 18 films."

French Bishops

(*Continued from page 1*)

meates the general atmosphere of society," the prelates said, "and thus guides the thinking and actions of a large number of our contemporaries in France and abroad."

The statement pointed out the extraordinary influence of the motion pictures on people and particularly on the young and continued: "It would be useless to hope to raise the country's moral level if we continue to tolerate the triumph on the screen of the mockery of family virtues and human values, of the excessive desire for money, of the complacent display of all sensual excesses and of the disrespect for all authority."

Appeal Made to All Media

The bishops appealed to all who bear some responsibility in this sphere, including public authorities, the producers of film and journalists to intervene "to safeguard the common good."

The statement concluded with a plea to "all honest people of all beliefs to demand respect for their own dignity and the moral future of their children" and appealed to Catholics especially to avoid disapproved films and to encourage, on the other hand, "some of the numerous films produced in our nation which will make them freer and better."

REVIEW:

The Boy and the Pirates

United Artists

"BLOW ME DOWN" and "Shiver Me Timbers" and you can have my share of the doubloons in the buried treasure if this isn't a delightful frolic for the young 'uns, especially for those who have had fantasies of wanting to be a pirate—and who hasn't?

Charles Herbert is the 10-year-old boy of the title who spends his spare time playing at being a pirate aboard the wreck of an old wooden sailing vessel on beach of his Massachusetts seacoast town. One day he finds an odd-shaped bottle which he inadvertently rubs, and lo and behold out comes a one-foot-high Genie who grants the boy's wish to be on a pirate ship. The boy is transplanted aboard a pirate vessel two centuries back in time.

Producer-director Bert I. Gordon has let his imagination run wildly parallel to that of any red-blooded American boy in fashioning an amiable adventure-fantasy as he takes the boy through one fabulous adventure after another on the pirate ship. He has ably directed the film from a screen play by Lillie Hayward and Jerry Sackheim based on his own (Gordon's) story.

Highlights in the film are the special effects which include the conjuring up of a dense fog, and a volcanic sea eruption by the Genie, who is amusingly and lively portrayed by Joseph Turkel. Scenes between Turkel and the boy are a bit off center in the medium shots as they appear to be looking beyond each other's shoulders when talking directly to one another. But this will not interfere with the small fry's enjoyment of the film.

Murvyn Vye is lustily effective as the rum-guzzling, double-crossing Blackbeard, and Paul Guilfoyl does well as the first mate who befriends the boy from Vye's wrath. Another pirate caricature is well represented by Archie Duncan as the cook to whom the boy is assigned as helper.

The boy is wide-eyed with excitement as he watches close-up as the pirates ply their trade in a hand-to-hand battle with sword and cutlass aboard a Dutch merchant ship. He helps rescue Susan Gordon, who is charming as the little Dutch girl who is bewildered by the boy's slang talk. There are other amusing scenes as the boy's bubble gum gets mixed up in the stew served to Vye and his officers, and when he introduces Vye to the wonders of the modern match.

By the time the boy, who is well-played by Charles Herbert, is rescued from the evil Vye and placed back on his own beach of today, he is thoroughly disillusioned by the cruelty and double-crossing tactics of pirate leaders. Albert Glasser is responsible for the fine music, and Ernest Haller did very well in the photography department which is outstanding. Running time, 82 minutes. General classification. Release, in April.

SIDNEY RECHETNIK

Cornfield Retiring

(*Continued from page 1*)

field said, "I take this step with deep regret since it not only means my retirement from a great company, but my retirement in effect means severing myself from an industry I have loved over the more than two score years I have been associated with it."

A multi-linguist, Cornfield joined Loew's International organizations in 1925, serving subsequently as branch manager in Turkey, district manager in the Near East and head of sales control with headquarters in Paris.

Joined Company in 1942

He joined 20th Century-Fox International in 1942 in charge of sales control at the company's head office in New York. In January, 1950, Cornfield was appointed managing director of Continental Europe, including Scandinavia, North Africa and the Near and Middle East, and subsequently supervisor of England, with headquarters in Paris.

'Who Was That Lady?' To Criterion, April 15

Columbia's "Who Was That Lady?" starring Tony Curtis, Dean Martin and Janet Leigh, will premiere at the Criterion Theatre here on April 15. The Ansark-George Sidney production, based on Norman Krasna's stage play, "Who Was That Lady I Saw You With?" was directed by George Sidney.

Pasternak Will Tour

HOLLYWOOD, April 3. — Joe Pasternak, producer of M-G-M's "Please Don't Eat the Daisies," will leave here Monday for a two-week tour promoting the comedy, which is the Easter attraction at the Radio City Music Hall, and leading theatres throughout the country. Pasternak will cover Cleveland, Chicago, Minneapolis-St. Paul, Milwaukee, Boston- Washington, Cincinnati and Indianapolis.

Youth Meeting

(*Continued from page 1*)

veigh against films and other ma media for being primarily responsib for the ills that are present in s ciety.

Resolutions adopted by the confe ence urged that:

¶ The motion picture industry shoul take adequate continuing action t re-evaluate, strengthen and make e fective the Motion Picture Produ tion Code and the Motion Picture A vertising Code.

¶ Such subjects as narcotic addictic and sexual perversion should not b exhibited in the entertainment film.

Wants Life Portrayed Truthfully

¶ The motion picture industry shoul attempt to portray American life mo truthfully rather than present a visu view which would distort our se image and our image to those abroa and to assure an immediate contr of the export of second-rate filn which misrepresent America in a its dimensions.

¶ Newspapers and other advertisin mass media should adopt advertisin codes which set forth certain criter with respect to accepting advertisin in connection with entertainme films.

¶ Newspapers should regularly pri the film evaluations of the numero citizen groups and organizations r lative to what is considered whol some film fare for children and yout according to age groups.

The conference also proposed th films on "life in America" made b the U.S. Information Agency be mad available to American audiences.

It supported creation of a Motio Picture Foundation, supported by ta deductible funds, to produce and di tribute motion pictures for childre and youth without regard to box offic returns.

Asks Praise Where Due

It adopted a resolution urging tho who "are vocal in their criticism poor plays and films for children an youth" to "be equally responsible f maintaining praise and patronage worthwhile plays and films."

Film and play producers we urged to refrain from portrayin racial, religious, or national grou in terms of stereotypes.

Portugal in '59 Showe 360 New Feature Film

From THE DAILY Bureau

WASHINGTON, April 3. — Ne feature films presented in Portugal i 1959 totalled 360, according t Nathan D. Golden, motion pictu head of the Commerce Departmen Of these, 195 were of U.S. origin an five were produced in Portugal. Th remainder were divided as follow France 37, United Kingdom 37, Ital 37, Germany 17, Mexico 16, Spai 13, and 3 from other countries.

Golden also announced that of th 721 commercial motion picture filn imported into Cyprus in 1959, 38 were of U.S. origin. This compar with 412 films imported in 1958 wit 263 coming from the United State

ee 'Force Majeur' s Parley Factor

By SAMUEL D. BERNS

HOLLYWOOD, April 3. — Post- nement of meetings with screen tors negotiating committee by the ajor producers' negotiators at this ne is now being regarded in some cles as a smoke screen to take ad- ntage of "force majeur" clauses in ntract commitments with top sal- ied screen personalities.

The average "force majeur" clause event of a strike was reported as ght weeks, at which time an actor uld give a producer a week's notice r termination of a contract unless t back on salary.

On the other hand, one prominent llywood attorney called attention the major producers' prerogative to ke advantage of this clause, gen- ally after about 12 weeks of a ike, when actors and others under ntract to studios are vulnerable for mination of an agreement.

It was believed possible that many mmitments, now being held with rs whose box-office values have opped, will enable the producers relieve themselves of several mil- n dollars in obligations by stretch- the negotiations until they can ke advantage of the "force majeur" use.

GA's New Pact

(*Continued from page* 1)

ree and one-half per cent of Guild mbers' salaries or of producers' gross sale of post-1948 films to TV into separate health and welfare plan to established with the producers.

(2) Producers to pay five per cent future director salaries, with ad- ional two and one-half per cent de- cted from directors' salary to be id into a DGA pension plan.

(3) Guild retains right to negotiate parate payments if a producer plans make films for pay-TV or release ns to pay-TV.

(4) Increase in minimum salaries both motion picture and television lds.

(5) Re-run payments in television be based on individual director's laries, up to maximum of double nimum guarantee.

(6) Payment to be made for for- n use rights on TV films, with hibition in a foreign country to count an additional run.

These terms and conditions were tailed in a six-page list of demands approximately 250 signatories.

estore 'Movie of Week'

The New York Sunday Mirror Mag- ine has re-activated its "Movie-of- Week" feature. Distributed by ng Features Syndicate, the magazine s a readership in excess of 2,900,- 0. Columbia's "Surprise Package," rring Yul Brynner and Mitzi Gay- r, was the first film to get the pic- e and text treatment in the new ies.

Strike Talks

(*Continued from page* 1)

AFTRA, must come up with as good a plan as the latter's and, if possible, a better one.

AFTRA's graduated pension plan was not difficult to negotiate, the basic amounts involved being comparatively modest in relation to those which would govern an SAG plan. AFTRA's plan pays $75 per month top, an item of no concern to SAG's highly paid members, but a desirable goal to that big membership majority in the low paid, occasionally employed group.

SAG obviously must aim for a plan that interests all of its membership and, in so doing, it opens the way to heavy contributions by producers in the future as well as at the outset, in order to keep the pension plan actuarially sound as payments under it mount.

Thus, with the pressure on SAG to provide the most attractive pension plan possible, the AMPP is placed under equal or greater pressure to keep the terms within bounds, because it is confronted with the establishment of precedents which will prevail in its subsequent negotiations with the IATSE, other unions and guilds. The terms and conditions under which it will pay a reported $3,000,000 into the SAG retirement fund in lieu of actors' participations in post-'48 film residuals, become of far more significance than the immediate deal at hand.

Not Simply One Deal

The producers and their negotiators, in effect, are not negotiating one deal when they sit down with SAG and discuss terms. What is actually at stake is the deal they eventually will be required to make with all guilds and unions concerned in production. The future cost to producers could mount to unrealistic heights if the present negotiations are not weighed with the utmost care.

In this light, informed observers here aver, the recent delays in negotiations not only are reasonable and understandable but anything less could be considered negligence.

The producers, in effect, are, first, negotiating contributions to a graduated pension plan that might involve additional payments in the future, and, second, in doing so, are in the position of setting a precedent which could require them to do the same for every other eligible guild and union.

SPG to Vote Tonight On 3-Company Strikes

The Screen Publicists Guild will hold an emergency membership meeting tonight to take a strike vote in connection with its current drive for wage increases and improved job security.

The members will be asked to authorize the Guild executive council to call a strike at any one or all three of the motion picture corporations where its current contracts will expire before April 10—Twentieth Century-Fox, Warner Bros. and United Artists. The strike call will be subject to final union ratification.

REVIEW:

In the Wake of a Stranger

Paramount

This tidy little melodrama from Britain presents some creditable performances by a number of new and young actors and in its brief running time builds good interest and suspense.

The screenplay by John Tully from a novel by Ian Stuart Black is almost a standard plot but it gains interest through convincing performances by the principal players. Tony Wright plays a young and personable ship's officer, averse to settling down, who becomes involved in a bookmaker's murder while on a drinking spree in Liverpool. He meets and falls instantly in love with Shirley Eaton, a schoolteacher who accidentally also was at the scene of the murder.

Harry H. Corbett, a seedy racetrack tout and his bodyguard, Danny Green, are the real murderers and when the victim's sinister partner, Willoughby Goddard, turns suspicious eyes on them they resolve to frame Wright and hand him over to Goddard.

The climax, a chase involving Wright and Miss Eaton, the would-be framers and the would-be executioners through a deserted and rickety tenement, is a satisfactorily tense ending, neatly wrapping up the threads.

Direction by David Eady is well-paced although the story material gives little opportunity for subtle shadings or deep motivation. John Penington produced for Crescent Films at the Twickenham Studios in England.

Running time, 69 minutes. General classification. April release. J.D.I.

TV Witness Claims New Sales Coercion

A new twist in the "block-booking" case against six film and television companies developed Friday when a government witness testified that in order to buy films for his Philadelphia TV station he was required to purchase the same package for his Wilmington station. He asserted that not only was he required to select films he didn't want, but also was subjected to showing them in a market not of his own choosing.

George E. Storer, Jr., head of the Storer Broadcasting Co. of Miami Beach, which controls the stations in Philadelphia and Wilmington, said in New York Federal Court that a film salesman for National Telefilm Associates told him, "That's it, Georgie boy," after he told the salesman he was not interested in several films in the NTA package. Defense attorneys were unable to break Storer's story during cross-examination.

Another witness, Larry Israel, formerly vice-president and general manager of KMGM-TV, the Westinghouse station in Minneapolis, said that an RKO package of 742 films offered him by C & C Super Corp. was eventually reduced to a minimum-for-sale of 222 pictures, after he explained that many films in the library were not desirable for his station.

WGA Membership Votes Strike OK

From THE DAILY Bureau

HOLLYWOOD, April 3. — Strike authorization has voted the Writers Guild of America Council by WGA members attending a meeting in the Beverly Hilton Hotel at the weekend, in its move to expedite demands to the major networks on contracts cover ing live television, radio, staff continuity and news shows.

Guild spokesman here said the guild has the authority to call a strike on 48 hours notice to the networks, and that the crossroads in determining the progress of negotiations will be reached within few days.

TV-Radio Ratings Bill Is Re-Filed by Manley

Special to THE DAILY

ALBANY, N.Y., April 3.—Assemblyman A. Bruce Manley, Chautauqua County Republican, recommitted, before adjournment of the legislature, a bill amending the penal law to prohibit the issuance of ratings on percentages or numbers of listening or viewing audiences for radio or television stations or programs, for influencing the sale of advertising, without setting forth the manner in which they were obtained, the methods used, and the time, place and persons contacted for the poll. The measure had been debated earlier in the week, and then laid aside.

Dropping by the wayside, for the second year, was another bill by Manley, which provided for the examination by a state education department division, of play rehearsals, television scripts and films, for censorship thereof, and the issuance of licenses therefore. The measure excepted certain types of programs: fixed fees; made violations a misdemeanor.

FCC Invites Comment On Its 'Payola' Rules

From THE DAILY Bureau

WASHINGTON, April 3.—The Federal Communications Commission has invited comment, until May 2, on its recently-announced "payola" rules. The action came after broadcasters and the FCC Bar Association had protested. One rule put out by FCC is that announcement of sponsorship must be made when songs from movies are played on the air in consideration for the purchase of "spot" commercial time advertising the film.

Herter Will Address NAB Luncheon Today

From THE DAILY Bureau

WASHINGTON, April 3.—Secretary of State Herter will address the National Association of Broadcasters at a luncheon in Chicago tomorrow, the State Department says. The topic of his speech was not announced. It will be carried on NBC radio and by delayed TV.

BOXOFFICE TREASURE!

ENTERTAINMENT FOR THE ENTIRE FAMILY BACKED BY A FULL-SCALE EXPLOITATION PROGRAM!

Mammoth Cocoa Marsh Promotion Plan!

Special half-price admission offer to kids! Brings in the adults, too!

1500 TV Spots • 10,000 Retail Store Displays
Local Store Ads And Kiddie Parades
"Boy Pirate" Contests And Prizes

Nationwide Dell Publications Comic Book!

32 Pages Of Action Scenes!

Additional National Tie-Ups!

Fleers Bubble Gum • Harvester Watches • Hussco Shoes
Town And Campus Clothes • Special "Pirate" T-Shirts
Kramer's "Susan Gordon" Lockets • Mosaic Tile Kits
Aurora Model Pirate Ships • Daisy Rifles

BERT I. GORDON
PRODUCTIONS, INC.
Presents

THE BOY AND THE PIRATES

PERCEPTOVISION

The Motion Picture System
That Hits A New High-Water
Mark In Thrills!

WATCH THE REGIONAL SATURATION BOOKING FOR EASTER!
(St. Louis, Minneapolis, Omaha, Des Moines and Kansas City territories)

IN
EASTMAN COLOR

Starring
CHARLES HERBERT · SUSAN GORDON · MURVYN VYE

with PAUL GUILFOYLE JOSEPH TURKEL ARCHIE DUNCAN THAN WYENN

Screenplay by LILLIE HAYWARD and JERRY SACKHEIM · Produced and Directed by BERT I. GORDON

THRU UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 87, NO. 65 NEW YORK, U.S.A., TUESDAY, APRIL 5, 1960 TEN CENTS

ACADEMY AWARDS ★ ★ ★ for 1959

BEST PICTURE

"Ben-Hur," Sam Zimbalist, producer; M-G-M.

BEST PERFORMANCES

Actor—Charlton Heston in "Ben-Hur," M-G-M.

Actress—Simone Signoret in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc. (British).

Supporting Actor—Hugh Griffith in "Ben-Hur," M-G-M.

Supporting Actress—Shelley Winters in "The Diary of Anne Frank," 20th Century-Fox.

BEST DIRECTION

William Wyler, for "Ben-Hur," M-G-M.

BEST WRITING

Screenplay from Other Medium—Neil Paterson, for "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc. (British).

Story and Screenplay, Original — Russell Rouse and Clarence Greene, for the story; Stanley Shapiro and Maurice Richlin, for the screenplay, of "Pillow Talk," Arwin Productions, Univversal-International.

BEST ART DIRECTION

Black-and-White Picture—Lyle R. Wheeler and George W. Davis, for "The Diary of Anne Frank," 20th Century-Fox. Set decoration by Walter Scott and Stuart A. Reiss.

Color—William A. Horning and Edward Carfagno, for "Ben-Hur," M-G-M. Set decoration by Hugh Hunt.

BEST CINEMATOGRAPHY

Black-and-White—William C. Mellor, for "The Diary of Anne Frank," 20th Century-Fox.

Color—Robert L. Surtees, for "Ben-Bur," M-G-M.

BEST COSTUME DESIGNS

Black-and-White—Orry-Kelly, for "Some Like It Hot," Ashton Prods., Mirisch Co., United Artists.

Color—Elizabeth Haffenden, for "Ben-Hur," M-G-M.

BEST FILM EDITING

Ralph E. Winters and John D. Dunning, for "Ben-Hur," M-G-M.

BEST SOUND RECORDING

M-G-M Studio Sound Department, Franklin E. Milton, Sound director, for "Ben-Hur."

BEST MUSICAL ACHIEVEMENTS

Best Scoring of a Musical Picture—Andre Previn and Ken Darby, for "Porgy and Bess," Samuel Goldwyn Prods., Columbia.

Best Musical Score of a Dramatic or Comedy Picture—Miklos Rozsa, for "Ben-Hur," M-G-M.

Best Song First Used in an Eligible Picture—"High Hopes," from "A Hole in the Head," Sincap Prods., United Artists, music by James Van Heusen, Lyrics by Sammy Cahn.

BEST SHORT SUBJECTS

Live Action—"The Golden Fish," Les Requins Associes, Columbia (French). Jacques-Yves Cousteau, producer.

Cartoon—"Moonbird," Storyboard, Inc., Edward Harrison, John Hubley, producer.

OTHER AWARDS APPEAR ON PAGE 6

Record Millions in Audience

32nd 'Oscar' Show Termed Best Yet

Hope's Handling of Program Is Superb; 'Ben-Hur' Scores Heavily with 11 Wins

By SAMUEL D. BERNS

HOLLYWOOD, April 4.—"Oscar" is 32 today, Countless millions (with due respect to the census takers), of patrons of the world of make-believe the world over, joined the motion picture industry tonight in celebrating the birthday of the famous gold statuette by honoring those who distinguished themselves with outstanding performances, creative talents, craftsmanship and technical skills during the year 1959 in the eyes of the Academy of Motion Picture Arts and Sciences.

It was a big night for M-G-M and "Ben-Hur," with the picture garnering 11 "Oscars," out of 12 categories in which it was entered.

Twentieth Century-Fox ran second, winning three awards for "The Diary

(*Continued on page* 6)

Awarding of 'Oscars' Still Biggest TV Show

By SIDNEY RECHETNIK

Once again television's biggest show —the Academy Awards telecast— thrilled upward of 100,000,000 NBC-TV viewers across the nation last night with its unmatched array of some of filmdom's most highly regarded talent. It was probably the most widely heralded-in-advance 'Oscar' night in the 32-year history of the award-presenting ceremonies, as various industry groups cooperated in a comprehensive nationwide grassroots campaign for the past several weeks.

Rapidly Paced by Hope

The "old pro" Bob Hope was the sole master of ceremonies throughout the two-hour show and he kept it moving at a fast clip, with typical topical Hope humor and wit. He touched on everything from the Hollywood strike to TV payola. It was an entertainment program all the way through—a spectacular that out-shone any other in TV's long history of spectaculars.

Stars never before seen on TV, others rarely seen in the medium, lent a glamour and sparkle to the occasion that sold Hollywood to millions. New personalities and stars of long standing all showed at their best to the televiewers. Humor, sentiment, nostalgia and suspense were served up to the viewers by master servers of the entertainment world.

It was a tasty dish for anybody's palate, with something of everything for everyone. And not a single commercial to interrupt the steady flow for the big show.

Abolish Theatre Tax in Britain

By WILLIAM PAY

LONDON, April 4—The entertainment tax theatres, first imposed back in 1916 as a "temporary measure," will be completely abolished effective April 10. Abandonment of the tax had been expected but became official today with the announcement of the national budget.

Needless to say the entire motion

(*Continued on page* 5)

In Today's Daily

Says Guilds Rejected Round-Table—page 2

Albert Sottile Dies—page 5

Radnitz Says Young Producers Needed—page 3

Fox Answers "Can-Can" Suit—page 2

McDonald on S.W. Board—page 4

Feldman Joins Embassy Pictures — page 2

PERSONAL MENTION

F. J. A. McCarthy, Universal Pictures assistant general sales manager and sales director for "Spartacus," and **Jeff Livingston**, executive coordinator of sales and advertising, will leave New York today for Cleveland, Cincinnati and Pittsburgh.

•

Walt Disney, in London on business, is confined to his hotel room there with a touch of influenza.

•

Ilya Lopert, president of Lopert Films, will arrive in Rome today from Paris.

•

Joseph G. Alterman, administrative secretary of Theatre Owners of America, will return to New York today following a vacation at Miami Beach.

•

Mrs. M. H. Chakeres, wife of the vice-president of Chakeres Theatres, Springfield, O., has given birth there to a son.

•

Pearl Moos, for 35 years a booker for Columbia in Atlanta, is recovering there following surgery.

•

Joseph Pasternak, producer of "Please Don't Eat the Daisies," is in New York from Hollywood.

•

Jeanne Baird, television actress, has returned to Hollywood from New York.

•

Mrs. Herb Steinberg gave birth in Hollywood on Saturday to a son. Father is publicity manager at the Paramount studio.

•

Meyer Adelman, head of New Jersey Messenger, film delivery service in the Philadelphia area, is recuperating from an illness at Jefferson Hospital in that city.

•

Anthony Mann, director, will return to Hollywood this week from Spain.

$106,000 for 'Daisies'

"Please Don't Eat the Daisies," which opened Thursday at the Radio City Music Hall as that theatre's Easter attraction, racked up the best Thursday-through-Sunday business of any M-G-M Easter attraction in the history of the house, the distributor has announced. The four-day gross was $106,000.

20-Fox Will Fight Phil. 'Can-Can' Suit

Twentieth Century-Fox will "vigorously resist" a $600,000 damage suit filed in Philadelphia Federal Court against it and William Goldman Theatres, Inc., by the D.W.H. Corporation, which is objecting to the booking of Fox's Todd-AO production of "Can-Can" at a rival theatre, it was announced yesterday by Alex Harrison, Fox general sales manager.

Stating that "Twentieth Century-Fox feels that the best interests of the public will be served by exhibiting 'Can-Can' at the Midtown Theatre," Harrison said that he plans to be in Philadelphia on Friday morning ing to meet the suit along with representatives of the law firm of Royall-Koegel-Harris & Caskey.

Glenn Norris, assistant general sales manager, plans to arrive in Philadelphia on Thursday to confer with Jack Diamond, the company's Philadelphia sales manager.

In the suit over the film, the D. W. H. Corporation also has asked for an injunction to block delivery of the picture which is slated to open May 4 at the Midtown Theatre.

The owners of D.W.H. want "Can-Can" to play in its Fox Theatre.

Three Fox Regionals Scheduled This Week

Edward E. Sullivan, 20th Century-Fox publicity director, will leave here today for St. Louis, Chicago and Pittsburgh to meet with exhibitors, heads of benefit organizations and 20th-Fox regional advertising-publicity and branch managers on the gala premieres of "Can-Can," in Todd-AO, in those cities in the next weeks.

In St. Louis, the publicity director will preside at a meeting attended by branch manager William Gehring, Jr. and regional ad-pub manager Jerry Berger.

In Chicago, Sullivan will head the talks, with branch chief Robert Conn and ad-pub manager Sol Gordon.

Sullivan's last stop will be in Pittsburgh, where he will have the help of branch head Nat Rosen and advertising-publicity topper Ralph Buring. He will return here at the weekend.

Thomas R. Kiefer Dies

ALBANY, N. Y., April 4.—Funeral services have been held here for Thomas R. Kiefer, 70, long a violinist and conductor of motion picture and vaudevillce theatre orchestras here and in Troy. Starting in the silent film days, he later led the orchestras at Warner's Troy in Troy, and at Proctor's in that city, also at Fabian's Palace and Grand Theatres here.

Name Feldman Embassy Director of Publicity

Edward S. Feldman has been appointed director of publicity for Embassy Pictures Corporation, it was announced yesterday by Eddie Solomon, vice-president in charge of advertising, publicity and exploitation. Feldman has resigned as publicity coordinator on Ray Stark's production for Paramount of "The World of Suzie Wong" to accept the new post.

Edward Feldman

In his new capacity, Feldman will work in association with Solomon in formulating the world-wide promotional campaigns on Joseph E. Levine presentations, beginning with "Hercules Unchained," to be released in early summer by Warner Bros.

A graduate of Michigan State University, Feldman entered the motion picture industry in 1950, joining the publicity staff of 20th Century-Fox. He held various publicity posts at 20th until late 1959 when he joined Paramount on the "Suzie Wong" project.

U.A. Sales Meet Opens In New Orleans Today

James R. Velde., United Artists vice-president in charge of domestic sales, and Sidney Cooper, Central and Southern division manager, will hold a two-day sales meeting of Southern branches in New Orleans starting today. David V. Picker, executive assistant to UA president Arthur B. Krim, also will participate in the meetings.

The conferences will develop distribution patterns for the company's $125,000,000 product program and map regional plans for UA's current sales drive honoring board chairman Robert S. Benjamin. Velde and Picker are co-captains of the 23-week billings, collections and playdate drive.

Participating in the sales sessions are Phil Gettelson, Central and Southern contract manager; William Hames, Southern district manager; George Pabst, New Orleans branch manager; R. L. Bretlinger, Dallas manager; Harold Keeter, Charlotte manager; Eugene Goodman, Atlanta manager; Byron Adams, Jacksonville manager, and Bob Malone, Oklahoma City manger. Also attending will be the sales and booking staffs of the New Orleans exchange. The meetings part of a series being conducted by Velde and UA division chiefs. The UA home office executives return to New York Thursday.

Says Guilds Nix Round-Table Tal

From THE DAILY Bureau

HOLLYWOOD, April 4.—A ro table discussion between all g whose demands on their new eont were, in essence, comparable to other, and which was requested er by the major producers "in c to face realities," was turned d by most guilds, who preferred to gain for themselves, it was discl by B. B. Kahane, one of the neg tors of the Association of Motion ture Producers and president of Academy of Motion Picture Arts Sciences, during this afternoon's hearsal for tonight's "Oscar" even

The delay in eompletion of ne ations with the Screen Actors G is due mainly to evaluation of the "overall package of demands going to eost the producers be they come to terms with an indivi guild, Kahane said.

Kahane, vice-president of Colur Pictures, also expressed produ anxiety to expedite negotiations SAG and indicated a strong possib of getting together with the ac this week.

H-H-L to Make Two Mc For United Artists

Hecht-Hill-Lancaster have ac "A Matter of Conviction" and " of Alcatraz" to their production sel ule for United Artists release. Lancaster will star in both films w Harold Hecht will produce. The pictures are in addition to "The West" and "Kimberly," H-H-L f for UA release.

"A Matter of Conviction," film sion of Evan Hunter's best-sel novel, will go before the camera May in Hollywood with Pat Dug producing. "Man of Alcatraz," b on "Birdman of Alcatraz," by Tho E. Gaddis, will go into produc immediately after the completior "Conviction."

Southern Drive-in Bur

LOUDON, Tenn., April 4. — Valley Drive-in Theatre here has b destroyed by fire.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYDN
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Directer; Pinky Herman, Eastern Editor. Hollywood Bur Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

PEOPLE

Eric Johnston, MPAA president, l address a dinner meeting of the h biennial convention of the Na- nal Travelers Aid Assn. to be held Washington on Thursday.

□

Otto A. Harbach, director of the nerican Society of Composers, Au- rs and Publishers, will be honored Saturday at a testimonial dinner be held at the Lambs Club here. nong those from the world of music o will pay tribute to the guest of nor will be **Stanley Adams,** Ascap sident; **Howard Dietz, Arthur** **nwartz, Dorothy Fields, Mrs. Sig-** **nd Romberg** and **Oscar Hammer-** **in, II.**

□

Buford Styles, who has headed the iversal office in Jacksonville for ny years, has moved back to his ne town of Atlanta to become a iversal salesman there. Succeeding n at Jacksonville will be W. A. Mc- ire, formerly with Universal in arlotte.

□

Ernest A. Grecula, manager of the onial Theatre, Hartford, has taken added duties as advertising and blicity supervisor of Community eatres, five-unit circuit in Hartford l West Hartford.

□

ohn R. Mulligan, formerly asso- e editor of *Coronet,* has been ned associate edior of *American* *ekly.*

□

oe Weinstein, for the past 10 years n buyer and booker for Warner eatre Management Co. in the veland area, has left there Pittsburgh, where he will succeed **rvin Samuelson** as buyer and book- or that area, as well as Ohio, West ginia and Western New York.

□

ames V. Pisapia, who has served Interboro Circuit in various ca- ities for the past 20 years, has n named director of theatre op- ions.

□

odney Jurgens has joined Skou- Theatres as a relief manager in Long Island North Shore division.

ollyanna' To Open at usic Hall in May

Valt Disney's "Pollyanna" will have world premiere engagement at v York's Radio City Music Hall y in May, it was announced by ng H. Ludwig, president of Buena ta, and Russell V. Downing, presi- t of the Music Hall.

Says New, Young Producers Needed Here, But Opportunities Are Scarce

A modest proposal for a "new wave" of young, invigorating American film production talent similar to the present French avant-garde movement was offered here yesterday by 35-year-old Robert Radnitz, producer of "A Dog of Flanders" for 20th Century-Fox release.

But Radnitz, speaking at a trade press luncheon, frankly discounted the chances for such a surge because, he said, too many of Hollywood's entrenched producers and directors are reneging on their promises to give young film creators sufficient chance. He added that for every younger producer or director now employed, there is one with at least as much talent begging for work in Hollywood.

Decries 'Panacea' Film

Radnitz also advised Hollywood to quit making the "panacea" film, the picture everyone supposedly goes to see, the box office cure-all. Such a film no longer exists, and producers would be wise if they turned instead to making pictures for specific audience groups, Radnitz said. He concurred with the opinion offered here two weeks ago by Walter Reade, Jr., board chairman of Walter Reade Theatres, who said he had negotiated to show "A Dog of Flanders" in his houses because it is the sort of film which will score as highly with sectarian and civic reviewing groups as it will at the box office.

Radnitz, who two months ago signed a five-year writer-producer contract with Fox, said planned distribution of three family films a year—at Easter, during the summer and at Christmas—would insure the company excellent grosses. He also said Fox made a "grievous error" with "A Dog of Flanders" by distributing the picture too early, at a time when not enough school children could get to see it.

For 'Solid Family Entertainment'

"Now is the time for the industry to capitalize on the growing anti-sex and violence trend. I don't mean we should turn to making 'goody-goody' films, but solid family enertainment—realistic films," Radnitz said.

A writer and producer for five years, Radnitz also is a stage producer. He said he hopes to adapt for Fox "The Young and the Beautiful," several of F. Scott Fitzgerald's short stories which when presented here recently off-Broadway ran successfully.

Casalare Offering 28 Italy Films, 2 a Month

Negotiations have been completed between Titanus Films, Rome, Italy, and the Casalare-Giglio Distributing Co. here for the import and distribution of 28 Italian films in the original Italian version for the U.S. and Canada. Negotiations for Titanus here were handled by Marshall Schacker, producers' representative and president of Premiere Films.

The pact calls for two films a month, distribution of which started this week.

Reade Theatres Win Newspaper Cooperation

Worthwhile results in the way of local newspaper cooperation can be achieved if exhibitors prepare their case in advance, arrange a meeting with newspaper executives and discuss their problems informatively.

This is demonstrated by Theatre Owners of America's Business Builders presentation of an experience of Walter Reade theatres in an East Coast community of 50,000.

Originally aroused over censorship of one of its ads by the local newspaper, the Reade organization carefully prepared its case, then asked for a meeting. It not only won an acceptable arrangement for handling future advertising questions but also brought about the introduction by the paper of a new motion picture page with Hollywood and local film news and a theatre time-table. Finally, the paper agreed to inaugurate a new rate schedule for theatre advertising incorporating a sliding scale based on lineage used, which provides the theatres sizeable rebates at the end of the year.

TENT TALK

Variety Club News

CLEVELAND — Harry Buxbaum, who was elected second assistant to chief barker Irwin Shenker, has been moved up to first assistant, filling the post previously held by Will Dougherty, of WJW-TV, who resigned to become affiliated with *Sponsor Magazine* in New York.

△

DETROIT — Some 300 persons gathered Saturday evening at a fund-raising party of Tent No. 5. Entertainment by Forrest Tucker, Joan Weldon, Cliff Hall, Bennie Baker and Marilyn Fiske was followed by a dance to the music of the Premier Quintet.

△

PHILADELPHIA—Tent No. 13 has set aside $10,000 to re-decorate its clubrooms in the Bellevue-Stratford Hotel and to set up a permanent office for the annual promotion of Old Newsboys Day with the *Philadelphia Inquirer.*

'Battle' to Murray Hill

"The Battle of the Sexes," a new British comedy based on James Thurber's "The Catbird Seat" will have its American premiere at the Murray Hill Theatre here following the present attraction, it was announced by Continental Distributing, Inc.

LANA TURNER and SANDRA DEE in one of the white hot moments from "Portrait in Black"
A ROSS HUNTER PRODUCTION
Portrait in Black
another HOT one for summer from UNIVERSAL!

TheatreMenAgree On Self-Policing

Special to THE DAILY

LAWRENCE, MASS., April 4.—The managers of Lawrence's six theatres agreed at a City Hall conference here last week to cooperate to take preventive measure against exhibition of offensive films and improper advertising.

"We don't want any Scollay Square here," Mayor John J. Buckley told theatre officials as he asked them to observe a 4-point program of self censorship by eliminating any "risque, dirty or condemned" pictures; cleaning up the display posters outside the theatres; screening newspaper ads; and previewing movies for objectionable material.

Wants Films 'On High Plane'

"If you can keep the motion pictures on a high plane, that's all we ask," said the mayor. He warned that although they have no power of censorship, city officials do not intend to let the matter drop and that if forced to, they will 'organize the citizenry' against the objectionable movies."

Evidence that an appeal to the public would not fall on deaf ears was evidenced recently as a chain reaction was started by a North Andover mother of nine who initiated a letter-writing campaign in favor of tighter control of movies shown here. This campaign, which is expected to create a snowfall of letters to City Hall, was prompted by the Mayor's remark at a city council meeting that if the city couldn't get cooperation, "we'll have to do something about it."

Mothers on the Phone

Later, as the theatre managers were meeting with the mayor and public safety officials, the campaign had spread by telephone from mother to mother in all of the Greater Lawrence communities. Each mother was asked to contact at least one other.

However, the managers that afternoon assured city officials they were willing to cooperate on their own.

Guido W. Luminello, manager of the Warner Theatre, which is one of three theatres operated by Stanley Warner Management Corp. here, told city officials that his company did not handle lewd pictures and that his district manager, Chuck Mason had assured him that Lawrence would not get any "C" rated pictures so far as his company is concerned.

Tells of Complaints

Alderman Vincent P. Foley told the gathering that as director of public safety he has received a number of complaints, but that in his opinion much of the damage is done by the lurid display posters advertising films indicating that "something indecent, immoral or obscene will be shown." He warned the managers that they would have no one to blame but themselves if the situation gets to the point where it leads to mass resistance on the part of the public.

Jean B. Ippolito, operator of the Central Theatre and one of the three independent theatre representatives at the meeting, pointed out that posters are produced for nation-wide distribution and there is nothing the local theatre can do about them. But he agreed with Mayor Buckley that they don't have to show them if they found any of the posters objectionable. Ippolito remarked that he had taken down a poster advertising "Jack the Ripper" because of its questionable taste and he offered to pass up the showing of this film and take a financial loss of having to pay for it anyway, if the city officials found it objectionable.

Compares with TV Shows

John Fiore, manager of the Premier Theatre, an independent, commented that objectionable programs of crime and violence are shown on TV where children of all ages can see them, whereas theatre patrons can be restricted. He also pointed out that many objectionable films are played at local outdoor theatres for people of all ages.

Mayor Buckley said, "Without going into lengthy details it is apparent that as a result of the frankness so evident in current movies, there lies ample basis for alarm on the part of thinking persons who fear the impact of such frankness upon the public consciousness."

'Censorship Not the Answer'

"To my way of thinking," the Mayor told the managers, "censorship is not the answer. However, I do feel that parents must be aroused to this insidious threat to the moral, mental and physical health of the youth of the nation, and freedom of expression is not involved."

REVIEW:

The Cossacks

Universal—Vanguard

Produced in Italy and having the unquestioned benefit of Eastman Color and a wide screen process called Totalscope, this film offers broad backgrounds and the entertainment values which reside in vast battle scenes and sweeping vistas of mounted soldiers. It is a story of the war between the Caucasion tribesmen and the soldiers of Czar Alexander II of Russia during the period from 1850 to 1860.

The film was produced by W. Tourjansky and directed by Girogio Rivalta from what apparently was original story material. Two names at least are familiar to American audiences, and may command some little marquee attention. These are Edmund Purdom as the leader if the rebellious tribesmen, and John Drew Barrymore, as his son, hostage of the Russians, who becomes sadly enmeshed between love and duty.

The story has been well developed thematically and moves with sufficient pace to carry the viewer with ample acceleration, but falters through a too theatrical presentation, probably due in some measure to direction, in part by reason of performances of insufficient authority. Part of the dialogue, in addition, has been dubbed, since the players for the most part, with the exception, of course, of Purdom and Barrymore, speak Italian. Although the dubbing has been well executed, there are times when there is an unfortunate and rather obvious discrepancy between the lip movements of the players and the dialogue heard from the screen. It would be wise perhaps for producers making films designed to be dubbed to avoid facial closeups of leading players during the delivery of crucial, or highly emotional bits of dialogue. The occasional failure of satisfactory synchronization weakens the effect.

PURDOM'S INCESSANT war against the oppressive Russians is brought to a halt when the Russians take his son as hostage. Ten years later, the son, Barrymore, a Czarist army cadet, meets and falls in love with the daughter of a Russian general and prince. Barrymore averts an assassination attempt on the Czar and is rewarded. When his father hears of it, the latter assumes his son has forsaken his allegiance to his tribe, and resumes his war with the Russians. The girl, Georgia Moll, seeks to follow Barrymore when the Czar sends him back to his father to seek a peaceful solution to the problem, and the matter is further complicated when her father is named to head the army sent to prosecute the Caucasian war.

The girl and Barrymore's friend, Russian officer Pierre Brice, are captured by the Caucasians, are ordered killed when her father refuses an ultimatum based on her safety, and Barrymore is imprisoned by his father as a traitor. He escapes, frees the two prisoners, and dies in battle by his father's side in a cause which is lost, a realization which comes to Purdom also, but too late.

Concentration in selling on the color and excitement of battle and the unhappy love of the two appears to be the best tack.

Running time, 113 minutes. General classification. Release, in May.

CHARLES S. AARONSON

McDonald Is Elected To S-W Directorate

W. Stewart McDonald has be elected to the board of directors Stanley Warner Corp. McDonald a vice - pre dent and tre urer of the co pany.

Stewart McDonald

He started business car with Goldm Sachs & Co. 1925. In 19 he joined W ner Bros. -P tures, as assi ant treasur Later he w elected to t additional off of vice-president of Warner Br Theatres.

On the organization of Stanley W ner Corp. in 1953, McDonald beca vice-president and treasurer of t company. In 1954, on the acquisiti of International Latex by Stanley W ner, he became a vice-president a director of that subsidiary.

McDonald is a director of the Sca dale National Bank and Trust Co pany and is a trustee of Carleton C lege.

Levy, of Hollwood Ad Code Board, Dies in Fl

Simmon Levy, for many years sociate director of the Advertisi Code Administration in the Los A geles office, died suddenly of a he attack last Saturday while vacationi in Florida, the Motion Picture Ass announced yesterday. Levy joined t staff of MPAA in 1933. He had be retained as a consultant since M 1958. He is survived by his wido Mrs. Beatrice Levy; three sons, R ert, Kenneth and John, and five gra children.

Funeral services will be held in I Angeles later this week.

23 Candidates Seekin 17 Offices with S.E.G

From THE DAILY Bureau

HOLLYWOOD, April 4.—Twen three candidates are competing for offices in the annual election of Screen Extras Guild, ballots for wh were mailed today.

President Jeffrey Sayre is being posed for reelection by John Ri recording secretary Evelyn Ceder being opposed by Sandee Marri

The following officers are un posed for reelection: First vice-pre dent Tex Brodus, third vice-presid Murray Pollack and treasurer Ken G. Kemp.

'Flanders' Take $18,03

20th Century-Fox's "A Dog of Fl ders," now in a dual simultaneous gagement at the DeMille and Baro Theatres, rolled up $18,035 for three days, Friday, Saturday and S day at both houses, Walter Reade, disclosed.

m Ads Stand of mberland Paper Hailed

Special to THE DAILY

3ALTIMORE, April 4. — A reso- on adopted by the Baltimore Arch- cese Union of Holy Name Society, ding its 46th annual convention e, praises Cumberland, Maryland, vspapers for refusing to accept rid, suggestive or immoral" motion ture ads. The commendation was ected to publishers of "Sunday nes" "Evening Times" and "The ws."

The resolution stated it would be remely desirable if other news- bers in Maryland would adopt and olicly state a similar policy.

ek Goldwyn Winners om Ten Finalists

From THE DAILY Bureau

HOLLYWOOD, April 4. — Ten nuscripts today had been selected m a total of hundreds submitted UCLA students in the sixth annual nuel Goldwyn creative writing ards competition, it was announced Dr. George M. Savage, of the LA Theatre Arts Department.

Originated by Samuel Goldwyn in 54 to encourage creative writing ong UCLA students, the annual npetition offers a first prize of 000 for the best manuscript in any m of prose fiction, and a second ze of $250.

The five judges who selected the 10 alists will announce the names of t and second prize winners on esday, May 3, at ceremonies to be d at UCLA. The five judges in- de producer Charles Brackett, for- r president of Academy of Arts and ences; Ken Englund, president of Screen Writers Guild of America, est; Richard Nash, Broadway and llywood playwright; Dr. Samuel den, chairman of the UCLA Thea- Arts Department, and Dr. James illips, chairman of UCLA English partment.

EC Hopes to Wind Up kiatron Case April 13

From THE DAILY Bureau

WASHINGTON, April 4.—Attor- ys for the Securities and Exchange mmission have submitted lengthy oposed sitpulations of fact to the orneys of Skiatron Electronics and levision Corp., its officers, and other ncipals in the Commission's pro- edings against the firm. It is hoped t SEC hearing examiner Robert N. slop will be able to terminate the oceedings in short order at a hearing eduled for April 13.

omedy' Gross $6,737

20th Century-Fox's "When Com- y Was King" reported a big $6,737 the three days, Friday, Saturday l Sunday at the 68th Street Play- ise here, managing director Walter echer announced.

British Tax

(Continued from page 1)

picture industry was elated by the good news.

Abolition of the tax will cost the Treasury some £7,000,000 ($19,600,000) annually.

The film industry has waged a long battle for repeal of the tax through an All-Industry Tax Committee. The strongest argument put to the government by this group was that the yield from the tax has declined to such an extent that its final abolition could not seriously affect the national revenue.

Industry's Struggle Cited

The Treasury was told also that as a charge on cinemas alone, the tax was "unjust, illogical and discriminatory" and that it was levied on an industry "which is struggling for survival in the face of severe competition."

In a memorandum to the Treasury last February it was pointed out that during the last four years some 900 cinemas have closed, representing about 20 per cent of the cinemas in existence in March 1955. In addition attendance has been falling rapidly. It is estimated that in the year to May 1, 1960, attendance will amount to 600 million against 700 million in the previous year.

Some Still May Close

It is recognized, of course, that complete abolition of the entertainment tax will not guarantee the continued operation of all cinemas still open at present. If it had not been for the tax, however, many of the cinemas which have had to close would have been still open today, while those which have survived could have afforded an improved standard of amenity and comfort and thus be better able to compete against rival forms of entertainment.

'Planet' Reported Big In First Five Dates

Hal Wallis' "Visit to a Small Planet" is rocketing off to smash first week grosses, according to theatre reports from the first five cities where the Paramount comedy has opened.

In Los Angeles it is proving Paramount's biggest grosser ever in a multiple-theatre engagement, recording $162,500 in its first five days at 19 theatres. Similarly, the Roosevelt Theatre, Chicago, is enjoying its best business for a Paramount release in 18 years with the Jerry Lewis starrer, grossing a record $20,281 in the opening three days.

At the Paramount Theatre, Brooklyn, where the film has opened in advance of an April 13 saturation engagement throughout the New York metropolitan area, "Visit to a Small Planet" scored an outstanding $23,100 in its first five days. At the Capitol Theatre, Salt Lake City, an exceptional $8,303 gross was registered in the first four days, with receipts running ahead of "Don't Give Up the Ship," also starring Lewis, which played during the July 4 holiday period last year.

Report Warners May Ask For Stock Tenders

Reports that Warner Bros. soon would ask for tenders of stock are being circulated in financial quarters in explanation of recent market interest in the issue which has kept trading active and moved it near a new high for the year in recent market sessions.

Similar rumors were circulating several months ago to the effect that Warners would ask for tenders at 50. However, the stock declined with the weaker 1960 market and presumably the company was able to buy at less than the rumored price for tenders. The stock passed 44 last week.

Tisch Hotels Acquires 40,600 Loew's Shares

From THE DAILY Bureau

WASHINGTON, April 4. — Tisch Hotels, Inc., is listed as having acquired an additional 40,600 shares of Loew's Theatres, Inc., in the Securities and Exchange Commission's report of "insider" transactions covering the period of Feb. 11 to March 10, 1960. This brings Tisch's direct holdings to 589,900 shares of common.

Albert Zugsmith is listed as having acquired 100 shares of Allied Artists Pictures common in February, giving him a month-end total of 144,200.

Bernard Weitzman, an officer of Desilu Productions, Inc., sold 500 shares of the firm's common in February, and had 500 left at month's end.

Lee Goodman, an officer of Filmways, Inc., sold 3000 shares of common in January and reported holdings of 7,784. Howard Magood, also an officer, received a bonus of 150 shares, giving him 170 in total.

Sol A. Schwartz, an officer and director of Glen Alden Corp., disposed of 3,100 shares in February, leaving him with 13,175.

A subsidiary of Loew's Theatres, Inc., acquired 221 common shares of Loew's Boston Theatres in February. It now holds 1,366.

NT&T Issues Active

The following transactions are reported in common stock of National Theatres and Television, Inc.: Cantor Fitzgerald & Co. disposed of 4,000 shares and had month-end holdings of 11,300. This transaction is reported under the names of B. Gerald Cantor, an officer and director, and Burt Kleiner, a director of the firm. A corporation listed under the name of Jack M. Ostrow, a director, reports disposition of 6,900 shares, leaving it with 72,600 shares. First Nevada Corp. disposed of 20 shares, retaining 1,000.

Gets Oak Ridge Drive-in

NEWPORT, Tenn., April 4.—The Newport Amusement Co. here has taken over from O. G. Roden the Skyway and Elza Drive-in at Oak Ridge, Tenn.

Albert Sottile Is Dead at 82

Special to THE DAILY

CHARLESTON, S.C., April 4. — Funeral services will be held tomorrow at St. Mary's Church here for Albert Sottile, president of Pastime Amusement Co. of this city and pioneer exhibitor.

Sottile died suddenly Saturday evening of a cerebral hemorrhage at the age of 82. He had been working in his office shortly before suffering a stroke.

He is survived by a daughter, Mrs. J. C. Long of Mt. Pleasant, S.C.

Widely known and greatly respected in the Carolina areas, Sottile had spent 50 years as a motion picture theatre owner. A native of Sicily, he came to America in 1891 and in 1908 organized the Pastime Co. here, which now operates 6 theatres. In addition to his theatre work, he was very active in civic functions, founding the Charleston Development Board; Charleston Industrial Association; was a member of the Port Utility Commission; Director of the Dime Savings Bank; Director of the South Carolina National Bank; Director of the Chamber of Commerce; pioneered in the establishment of a Community Chest and held membership in the Knights of Columbus, Elks, the Rifle Club and the Hibernian Society. In 1950, he established the Albert Sottile Foundation to help deserving young people receive college educations.

Honored by Exhibitor Group

Sottile was active in Theatre Owners of America since its inception and was also a former officer and active member in the Theatre Owners of North and South Carolina, which honored him at its 1958 convention, presenting him with a plaque in recognition of his "time and effort as a member and director of the organization and outstanding showman."

New Perakos Company To Produce in Greece

Special to THE DAILY

HARTFORD, April 4.—Sperie Perakos, general manager of Perakos Theatres Associates, and president of the Connecticut Drive-In Theatres Ass'n., has announced establishment of Norma Film Productions, a Connecticut-based film production company, to make motion pictures in Greece, listing himself as president. James Paris of Bridgeport, Conn., for 11 years director of publicity for Skouras Theatres, and later promotion executive with United Artists and Magna Theatres, will serve as vice-president and producer.

Other officers are Philip Daston, Bridgeport, director; Mrs. Leo Triger, Bridgeport, secretary; and Charles Tamasino, New Haven, secretary. Arrangements have been completed with the Greek Government to start "Antigone," before the cameras around May 1. In all, seven feature-length motion pictures will be filmed.

Congratulates 'Daily' On 'Oscar' Coverage

EDITOR,
MOTION PICTURE DAILY

Congratulations on your support of "Oscar." The MOTION PICTURE DAILY has consistently given the industry's Academy Awards excellent coverage throughout the campaign.

SI SEADLER, Chairman
MPAA Advertising and Publicity Directors Committee

Testimony Is Damaging To Gov't. In TV Suit

The government's "block-booking" case against six film and television companies took a turn for the worse yesterday when two former film salesmen for three of the defendant companies testified that they were told by their superiors to sell whichever films were wanted by TV stations.

The witnesses were Seymour Abeles, formerly an Associated Artists Productions salesman, and Charles McNamee, onetime salesman for National Telefilm Associates and Screen Gems. They told Judge Archie O. Dawson in New York Federal Court that although price was an important factor they were not obligated to their companies to sell films in bulk, in violation of anti-trust laws.

This development was regarded as a blow to Department of Justice attorneys trying the case, now in its fifth week. Most of their witnesses from television stations around the country already have been called. The three other defendants are United Artists, C & C Super Corp. and Loew's, Inc. (M-G-M).

WGAW Will Announce Annual Awards May 6

From THE DAILY Bureau

HOLLYWOOD, April 4. — Winners of the screen writers awards for best written American comedy, best written American musical and best written American drama of 1959 will be announced May 6 at 12th annual awards dinner of the Writers Guild of America, West, in the Beverly Hilton Hotel.

Promote 'Small Planet'

An extensive department store promotion has been set between Paramount Pictures and Stern Brothers to herald the citywide opening on April 13 of Hal Wallis' "Visit to a Small Planet," starring Jerry Lewis. During the first week of April, a major cooperative campaign focusing on "Visit to a Small Planet" and Stern's bid for young shoppers has been launched in the New York metropolitan area. Among the newspapers scheduled to carry full-page display advertising are the *Times, World-Telegram and Sun,* the *Herald-Tribune,* the *Daily News,* the *Mirror* and *Journal-American.*

32nd 'Oscar' Awards Show Termed Best Ye

(*Continued from page 1*)

of Anne Frank," which went to Shelley Winters for her work as "Best Supporting Actress"; for Best Achievement in Art Direction and Best Achievement in Cinematography.

A surprise award—the Jean Hersholt Humanitarian Award—was presented to Bob Hope by the Academy's B. B. Kahane. The citation is given to an individual in the motion picture field whose humanitarian efforts have brought credit to the industry. The only other man to have received this honor was Y. Frank Freeman.

Tells of Strange Dilemma

Upon receiving the award, Hope quipped, "I don't know what to say. I don't have writers for this sort of work."

Once again, and for the eleventh straight year, the RKO Pantages theatre became the setting for the most publicized annual event to gain global attention. Top personalities in the entertainment capitol of the world gathered to participate in the most glamorous 110-minute spectacular ever carried over the combined television and radio networks of the National Broadcasting and Canadian Broadcasting companies. Add to this the newsreel coverage, taped interviews, short wave broadcasts to every corner of the world, as well as all of the newspaper and magazine coverage, and who's to challenge that record millions this year enjoyed matching its selection of favorites with the professional Academy members.

Strikers 'Sponsored'

Ironically, the event, considered the greatest public relations instrument for the general health and welfare of the industry, was presented tonight under paradoxical circumstances: The major film producers who frowned on any commercial sponsorship of the radio and television coverage, and committed themselves to pick up the tab for the event, paid for the privilege of conferring honor upon the members of the guilds currently on strike against them.

This is third straight year the industry has sponsored the show. This time it was telecast as a special event allowing "open-end" time—in case the program ran beyond the 90-minutes scheduled. Overtime on the telecast was contracted by the Academy at $1,400 per minute.

Much Credit Due Freed

The spirit of the evening was continued later at the Academy's board of governor's ball in the Beverly Hilton Hotel, where the consensus of opinion favored this year's show as the best in the Academy's history. Due tribute was accorded this year's show producer, Arthur Freed, who won the plaudits of the Academy last year for his production of "Gigi," which received nine Oscars, one for each category in which it was nominated.

Freed extended the accolades to his production staff, consisting of Valentine Davies, under whose chairmanship the show was planned; John Houseman, assistant to Freed; Vincente Minnelli and Joe Parker, co-directors of the show; Alan Handley, production co-ordinator for NBC-TV; Edgar P. Ames, Emile Kuri and Edward Stephenson, art directors; Dick Breen, Hal Kantor, Jack Rose, and Mel Shavelson on the writing staff; as well as Andre Previn, musical director.

Academy Awards

In addition to those on page 1

BEST SPECIAL EFFECTS

A. Arnold Gillespie and Robert MacDonald, for the visual effects, and Milo Lory, for the sound effects, of "Ben-Hur," M-G-M.

BEST DOCUMENTARY

***Feature* — "Serengeti Shall Not Die," Okapia-Film Production Transocean-Film (German).**

***Short Subjects* — "Glass," Netherlands Government, George K. Arthur—Go Pictures, Inc., (The Netherlands). Bert Haanstra, Producer.**

BEST FOREIGN FILM

"Black Orpheus," Dispatfilm & Gemma Cinematografico (France).

Many Stars Appear

As for the show itself, which was glamorized by the appearance of stars like Doris Day, Barbara Rush, Arlene Dahl, Susan Hayward, Mitzi Gaynor and Hope Lange in what could be considered the greatest fashion show with the highest priced "models," supervised by Edith Head, it moved without a dull moment. And the thanks for tonight's memory must also be accorded Bob Hope, offering his services for the eighth time as master of ceremonies for the occasion.

Hope kept the show running at a smart clip. Just to repeat some of his quips, this observer recalls:

"It shows what kind of people actors are. Who else would give up working for Lent."

"This is a wonderful country, isn't it. Where else can a man walk off his job and refuse to get out of his swimming pool unless they improve working conditions."

"Our big pictures this year have some intriguing themes . . . sex, persecution, adultery and cannibalism. We'll get the kids away from their TV sets yet."

'Translates' French

Hope's ad-lib of the English translation of the acceptance speech made by the producer of the best foreign language film, "Black Orpheus," a speech given in French, was, via Hope, "I did it all myself."

High spots on the program included Yves Montand's 10-minute spot with French songs. Ella Fitzgerald's
livery of some tunes and the Sa
Davis, Jr., rendition of "High Ho
the Sammy Cahn—James Van He
tune which won the Best Song aw

The "warm-up" half hour of i
views from the Hollywood Br
Derby, sponsored by Procter
Gamble, over the NBC-TV netw
with personalities involved in
night's ceremonies immediately
ceding the main event, was co
ered ridiculous and superfluous.

When first presented for the A
emy's sanction, it was treated li
with the Academy's agreement if
script met with its approval.
script was okay, but infringing on
of names who appear later in s
itself was frowned upon by Acad
executives. A warm-up show in
case has a tendency to take the
off the excitement in the buildu
the announcement of winners.

Bob Hope's glory tonight in h
ling with superb mastery the jo
master of ceremonies, will find a
serving reward at another occ
tomorrow when he receives the
dom Foundation's Freedom Le
ship Award at a luncheon in the
bassador Hotel, to be attended by
civic and business leaders.

Don Belding, chairman of
Foundation's board of trustees,
"Hope will be honored for his
all stature as an exemplary Ame
citizen."

Herbert Luft Histori For Industry's Muse

From THE DAILY Bureau

HOLLYWOOD, April 4. — At
first meeting of the archives con
tee of the Hollywood Motion Pi
and Television Museum, Herbe
Luft, production executive, colu
and writer, was appointed to the
of historian for the committe
Sidney P. Solow, committee chair

Luft, in Hollywood as a m
picture production executive for
17 years, also writes a syndicated
umn for world-wide distribution
has columns in many Euro
papers.

The museum is a County of Lo
geles project headed by Sol Less
commissioner.

Clark, UA Sign for He'll Use Youngsters

From THE DAILY Bureau

HOLLYWOOD, April 4. —
Clark and his manager, Marv Jo
son, through Clark's Drexel Pr
tions, has signed to produce two
tures for United Artists release, i
dition to producing two for Colu
Clark made "Because They're Yo
for the latter company.

Understanding with both dist
tors is that Clark will use only
young talent in all of his pictur
he does on his television shows. I
not yet been decided in how ma
the four films Clark will appear
self.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 87, NO. 66 | NEW YORK, U.S.A., WEDNESDAY, APRIL 6, 1960 | TEN CENTS

c Per Year

epublic Sets ividend on egular Basis

ckholders Okay Change Company Name at Meet

By SAUL OSTROVE

ehind one of the strongest first rter reports in company history, announced prospects for an even er second quarter, Republic Pics Corp. board of directors yester- placed the common stock of the oration on a regular dividend- ng basis for the first time in the ear history of the company, at rate of 60 cents per year. The regular quarterly dividend of 15

(*Continued on page* 8)

rgman Forms New blic Relations Firm

eneral Projects, Inc., a new pub- y and public relations organization, been formed by Maurice Bergman , for many s, was di- or of public ions for versal Pic- s Co.

he new pany, with es at 527 lison Ave- will create d develop ects for mo- n pictures, ision and ral industrial accounts.

Maurice Bergman

ergman while at Universal was

(*Continued on page* 2)

tholic Editor Attacks atra Use of Quote

D. Nicola, assistant editor of *rmation,* a Catholic monthly maga- takes issue in the May edition at publication with the "misuse" rank Sinatra of a quotation from rticle written by him in which aid, "The Legion (of Decency)

(*Continued on page* 2)

TV Rating Services Estimate Record Audience Saw Monday's 'Oscar' Show

More television sets in the U.S. were tuned in to the Academy Awards program Monday night than to any other program in history, according to Arbitron, the rating service currently used by N.B.C.

This service further stated that the audience for the program was at least 22½ per cent greater than for any other television show since the "Oscar" show of a year ago. The audience then, including radio, was estimated at over 100,000,000.

Trendex, the service used by NBC last year, reported that the program

(*Continued on page* 3)

'Oscar' Show Gets Top News Space

In addition to its record television and radio audiences, the 1959 Academy Awards presentations program of Monday night garnered thousands of columns of prominent and valuable space in the nation's newspapers yesterday. More of it will be added today and subsequently, certainly through the weekend, when feature, amuse-

(*Continued on page* 3)

Predicts AIP Business Abroad to Jump 200%

Based on new product and an "increased penetration into heretofore difficult markets," American International Pictures expects to raise foreign income this year a minimum of 200 per cent over 1959, William G. Reich, vice-president in charge of foreign dis-

(*Continued on page* 8)

Screen Gems Trial Summation Date Set

Both sides in the government's case against Universal Pictures, Columbia Pictures and Screen Gems, a Columbia subsidiary, were ordered yesterday to have their cases ready for summation on April 26 in New York Federal Court.

Judge William B. Herlands recalled two witnesses for further questioning on contractual negotiations yesterday.

Defendants in the case are charged with restraining competition in the sale of films to TV.

REVIEW:

Pollyanna

Walt Disney—Buena Vista

Walt Disney has made his masterpiece in the "live" field. "Pollyanna" is to that genre for him what "Snow White and the Seven Dwarfs" is among his animated cartoons.

Walt Disney

This achievement of Disney is extraordinary for a number of reasons which will duly be discussed here. Perhaps the most remarkable thing about the picture, however, is that it was ever made at all.

In a market given over in large degree to films of sex and violence that are paying off handsomely, it surely took a good deal of courage for a producer to make a picture like this. "Pollyanna" is a faithful filming of the children's classic by Eleanor H. Porter. As nearly everyone knows, it is the story of a small girl whose philosophy of looking on the bright side of life becomes contagious in a small American town of 1912 and effects some miraculous transformations in the lives of the citizens there. Pollyanna spreads sweetness and light wherever she goes.

Can modern day audiences be expected to take her and her story

(*Continued on page* 8)

Progress Report

U.A.'s Gross, Film Planning At New Highs

Krim Cites 34 for 1960; Major Plans for '61, '62

(Picture on page 2)

For the ninth consecutive year, United Artists gross business showed an increase last year, rising to approximately $95,000,000 from the preceding year's $84,000,000, Arthur Krim, president, told a trade press conference yesterday.

In addition, he said the company will release a total of 34 features this year, representing an investment of between $60,000,000 and $70,000,000. The list will include at least double the number of "A" productions released in 1959.

Substantial production plans also

(*Continue on page* 2)

U.A. Waiting to See Telemeter Figures

United Artists has made no pictures available to the Telemeter operation in Etobicoke, Ont., up to now, and is awaiting the availability of figures "on the actual number of subscribers who have paid in their dollars to see a picture."

This was William J. Heineman's response to a question put to him at a trade press conference in the office of

(*Continued on page* 2)

U.A. Still Interested In Diversification

In addition to its recent acquisition of Ziv, United Artists is in the market for further diversification and is now studying possible acquisition of broadcasting stations, Arthur Krim, president, reported yesterday.

He noted that while U.A.'s own television programming operation "was going along well," it would have taken years for it to develop into a major operation of its kind. This made the Ziv acquisition desirable, Krim indicated.

PERSONAL MENTION

B. G. KRANZE, vice-president of Cinerama, Inc., returned to New York yesterday from Hollywood.

•

JOSEPH FRIEDMAN, Paramount exploitation manager, will arrive in Chicago today from New York.

•

GERARD SIMON, assistant to WILLIAM REICH, American International Pictures vice-president in charge of distribution, left here yesterday for Nairobi, Johannesburg, Kenya and Liberia.

•

MARTIN JUROW and RICHARD SHEPHERD, producers of "The Fugitive Kind" for United Artists, have arrived in Atlanta from Hollywood.

•

MRS. STEVE BEERS has given birth at Phelps Memorial Hospital, North Tarrytown, to a daughter, STEPHANIE. Father is assistant to G. GRIFFITH JOHNSON, vice-president of the Motion Picture Export Association.

•

LESLIE STEVENS, writer and director of "Private Property" for Citation Films, will arrive in New York today from Hollywood.

•

CHARLES JORDAN, manager of Howco Productions branch in Atlanta, has returned there from a business trip to Tennessee.

•

PATRICIA HART, of the print department of American International Pictures, will be married here on Sunday to KALMAN GUREVICH.

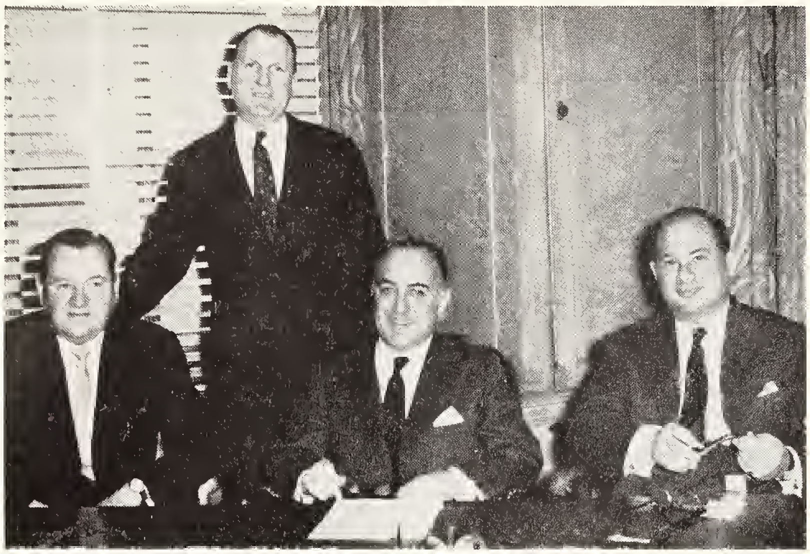
Universal Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of \$1.0625 per share on the 4¼% cumulative preferred stock of the company. The dividend is payable June 1 to stockholders of record at the close of business May 16.

gems of showmanship!...

SPECIAL TRAILERS

by national screen service



A PROGRESS REPORT on United Artists was presented at a press conference yesterday by (left to right) William J. Heineman, Herbert Golden, Arthur Krim and Robert S. Benjamin.

U. A. Gross Hits New High

(*Continued from page 1*)

have been set by U.A. already for 1961 and 1962, Krim revealed.

Although figures are not yet complete for the first quarter of the current year, the U.A. president anticipates a worldwide gross for the period in excess of the \$19,300,000 in the first 1959 quarter. He also predicted that the gross for 1960 will continue the record of annual increases by exceeding last year's.

The first quarter result, Krim pointed out, was strengthened by the global premiere pattern which was employed for "On the Beach" and "Solomon and Sheba."

Cites World-Wide Effect

"Those campaigns certainly worked," he commented. "They produced a fine press reception all over the world and the worldwide business of both pictures is very strong."

U.A. has released nine pictures in 1960 to date. Of the remaining 25 on its 1960 schedule, all either are completed or "well into production."

"We've seen all or most of all but two of those 25," Krim remarked. "That's why there are smiles around here today."

"Despite the complications currently in putting together big picture packages," he continued, "we are proud of the program we have for this year and into 1961 and 1962. There is nothing to compare with it in our previous nine years."

Krim listed the following 14 major releases for intervals from now to the end of the year: "The Unforgiven," "The Fugitive Kind," "The Gallant Hours," "The Boy and the Pirates," "The Night Fighters," "The Apartment," "Elmer Gantry," "Studs Lonigan," "Once a Hero," "Flames Over Pompeii," "Inherit the Wind," "The Magnificent Seven" and "The Alamo," which will have nine roadshow engagements in October, and "Exodus," which will have three December engagements as a special.

On the 1961 list are the following major productions: "The Affair" and "A Matter of Conviction," to go before the cameras next month; "The Misfits," "Short Weekend" and "West Side Story," to go into production in June; "The Sin of Susan Slade" and "Man of Alcatraz," to start in July; "Sergeant Pike," August; "Time on Her Hands" and "Paris Blues," September; "First Train to Babylon" and "Flight from Ashiya," October; "The Way West" and "Judgment at Nuremberg," November, and "Two for the Seesaw," December. At least four others are planned but cannot be announced now, Krim said.

Top properties for the 1962 program include the three current best-sellers, "Hawaii," "Advise and Consent" and "The Constant Image"; the two stage hits, "The Miracle Worker" and "Toys in the Attic," and the recent best-seller, "By Love Possessed."

U.A. Waiting

(*Continued from page 1*)

Arthur Krim, U.A. president, yesterday. Heineman, U.A. domestic distribution vice-president, added, "We've read about the enthusiasm of the public up there for subscription television. It's understandable when you consider they pay \$5 for a set attachment that costs \$100. No figures have been made available yet on what the subscribers have bought and how much they've paid for it."

Heineman said U.A. has not been asked as yet about providing films for the projected Hartford over-the-air pay TV test by RKO General and Zenith Radio Corp.

Bergman Firr

(*Continued from page 1*)

active in industry public relati and, on many occasions, made spe ing tours on behalf of the Motion ture Association of America Compo. As director of public aff for the Motion Picture Association, was co-chairman of the Busin Building campaign in 1958.

Catholic Editor

(*Continued from page 1*)

evaluates films on the basis of art not the artist'."

"Sinatra's quote is a basically curate one," Nicola said. "Howe I strongly object to use made of quote in his statement to the p and in several advertisements." statement and the advertisements stituted a defense by Sinatra of employment of Albert Maltz, one the "Unfriendly Ten," to write screenplay for "The Execution of vate Slovik."

The Catholic editor charged the actor-producer had placed words in a "new context from wl can be drawn an inference whic unwarranted—namely that the Le of Decency finds nothing imprope his hiring of Maltz. . . . Such an ference would be unfair."

Not Official Spokesman

Nicola said further, "By refer to me as 'J. D. Nicola of the Catl Legion of Decency' Sinatra cre the erroneous impression that I an official spokesman for the Legi Explaining that he is only a lay m ber of the Legion's board of sultors Nicola added, "Sinatra's ing of this journalist's mere obse tion to the level of an official nouncement could result in some leading conclusions."

aircraft: COMET 4
(pure jet!)
flight: MONARC
(de Luxe and First Class or
frequency: NIGHTL
(leaves New York at 9 p. n
destination: LONDON

reservations through your Travel Age
BRITISH OVERSEAS AIRWAYS CORPOR
Flights from New York, Boston, Chi Detroit, San Francisco, Montreal. Office in Atlanta, Dallas, Los Angeles, Miami, adelphia, Pittsburgh, Washington, Vanc Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bu Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Burea Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7- Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galla Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, \$6 in the Americas and \$12 foreign. Single copies.

n-Hur' 11 'Oscars' ve Box Office Boon

he box-office at Loew's State here the immediate effects of the Os- yesterday morning when long s formed at the advance sale ticket dows. At the noon-hour, a double stretched—in the rain—from the atre to the corner of 45th Street Broadway as three treasurers d the requests for tickets.

eports from other key cities ughout the country revealed a ilar rush for tickets.

G Empowers Board Call Strike Here

he Screen Publicists Guild in a nimous vote Monday night em- ered its executive board to call rike at any time against the three ion picture companies with whom currently holding contract nego- ons. The action was taken at an rgency meeting attended by the union membership.

he companies involved are Twen- Century-Fox, Warner Brothers United Artists. The strike call by executive board is subject to rati- tion by vote of the guild's mem- ship.

'Action Fund' Set

t the same time, SPG voted to blish an action fund for use in ying its message to the public and companies during further nego- ions. At United Artists, SPG has porarily extended its contract to il 19, with all agreements retro- ve to April 5, expiration date of present pact. The agreement was le because of the absence from v York of company officials par- pating in negotiations. SPG is king a basic general wage increase, minimums for all categories of licists and improvement in job urity clauses.

KO General's First eriod Income Is Up

Net income of RKO General and its solidated subsidiaries for the ee months ended Dec. 31, 1959, reported at $2,416,917 by the par- company, General Tire & Rubber

Villiam O'Neil, president of the lat- company, states that this was a 35 cent increase over the correspond- quarter in the 1959 fiscal year, O General's earnings "will prob- y not continue for the year at the attained in the first quarter due easonal variations and because in- ne in the latter part of the year will uire a provision for income taxes."

General Tire and Rubber reported solidated sales for the three months led Feb. 29, 1960, of $167,518,280, highest first quarter sales in the ory of the company. Estimated nings for the period were $6,448,- , compared with $6,034,547 for first 1959 period.

'Oscar' Show Is Top News

(*Continued from page* 1)

ment and magazine sections review and reappraise for the always-hungry, Saturday-Sunday editions.

Newswise, "Oscar" was lucky also. There were no major national or international news breaks yesterday to compete with him for position and space.

New York newspapers were generous, as always, to the Awards story, and the reports were pretty much the same from other key cities across the country.

The N. Y Herald-Tribune, World-Telegram and The Sun, and the *Journal American* made the story Page One with pictures and gave it additional story and photo space inside. Liberal space and pictures, but off Page One, were given it by the *N. Y. Daily News, N. Y. Mirror, N. Y. Times* and the *Post*. In addition, most of the television columnists gave the program prominent attention.

Miss Signoret Studied

Both news and columnar reports appeared, in the main, to be less critical of Monday night's program than were those of previous years. Some Hollywood dispatches recalled that Simone Signoret, invariably referred to as "a 39-year-old blonde," winner of the Best Actress award, had been denied an American entrance visa in 1957 because she had been a signer of the Stockholm appeal to outlaw nuclear warfare, which was backed strongly by communists.

Hollywood wire stories also revived the dispute over writers' credits for "Ben-Hur," winner of the Best Picture and a record 10 other "Oscars," because the writing award was the only one of all those for which it was nominated that it failed to win.

Credit to Karl Tunberg

The Writers Guild of America gave sole credit to Karl Tunberg after an arbitration proceeding, though Christopher Fry, Gore Vidal and S. N. Berhman and others also helped on the script. In accepting his award for Best Performance by a Male Actor, Charlton Heston made pointed reference of appreciation to Fry only.

M.C. Bob Hope, whose fine job was praised by all, said early in the evening that Monday night's show had "a new director, a new producer, and a new watch," the latter referring to the premature ending of last year's intended two-hour program. But Hope's new watch proved to be no more dependable than last year's. Expected to go an hour and a half, it ran almost as much overtime as the 1959 show did under-time.

An open-end time arrangement with NBC permitted Monday night's program to continue after midnight at $1,400 per minute in extra charges. That came to about $25,000 on top of the estimated $350,000 basic air time charge.

It was Universal Pictures' first time as a non-contributor to the show's costs, and its first time in years to win an Academy Award—best original screenplay for "Pillow Talk."

It was also Eastman Kodak's first time as a contributor to the costs. It received two mentions—one, Hope's introduction of vice-president E. T. Curtis, who presented the best cinematography award, and a second in Curtis's remarks of acknowledgment.

TV Rating Services

(*Continued from page* 1)

this year had a larger percentage of sets in use tuned in to the "Oscar" show than any program ever had in the history of television. Trendex reported 83.6 sets out of every 100 was tuned to the program.

Arbitron gave the set in use figure at 84.5 for the one hour and 50-minute average with a high of 88.1 sets out of every 100 tuned in for the finish.

Credited with an additional build-up of the Monday night audience were wire service and TV and radio reports broadcast throughout Monday that Eric Johnston, Motion Picture Association president, was expected to announce a settlement of the studio strike when he appeared on the Awards program to present the "Oscar" for best foreign film. Although the report was completely unfounded, it whetted additional public interest.

Movielab Ups Eggers

Walter G. Eggers, who for the past six years has been in charge of both black and white and color quality control for Movielab Color Corp., has been appointed vice-president of the organization, it was announced yesterday by Saul Jeffee, president of Movielab Film Laboratories, Inc., the parent company.

Academy's Honorary 'Oscars' Are Presented To Buster Keaton and Dr. Lee de Forest

From THE DAILY Bureau

HOLLYWOOD, April 5.—Two honorary "Oscars" were presented late last night at the Academy's banquet in the Beverly Hilton Hotel following the regular awards telecast. Recipients were Buster Keaton for "for having made pictures that will play as long as pictures are shown," and to Dr. Lee de Forest "for historic achievement in the science of sound pioneering and for inventing the vacuum tube that gave voice to the screen."

B. B. Kahane, Academy president, made the presentations.

Theatre Attendance Drops On 'Oscar' Night—by Design

Business on Broadway and in neighborhood theatres here dropped substantially Monday evening when millions of local residents stayed at home to watch the presentation of the 32nd annual Academy Awards on television, as theatre management itself had urged them to do.

Grosses were off on the average of 30 per cent around Times Square and 15 to 20 per cent in neighborhood theatres, a survey revealed yesterday. While theatre managers had anticipated sizeable attendance drops, many of them blamed Monday night's inclement weather for cutting even further into receipts. Attendance at several midtown first-run theatres where films are in their final weeks was off as much as 50 per cent.

Atlanta Meet Today On Columbia's 'String'

Special to THE DAILY

ATLANTA, April 5. — Columbia Pictures' executives arrive here tomorrow to attend the meetings of American Broadcasting - Paramount Theatres affiliates on the area release of Louis de Rochemont's "Man on a String," which has been selected as a special project picture under the Markley plan.

On hand for the meetings will be Rube Jackter, Columbia Pictures vice-president and general sales manager; Jonas Rosenfield, Jr., executive in charge of advertising and publicity; Milt Goodman, assistant general sales manager; and Boris Morros, author of "Ten Years A Counterspy," on which "Man on a String" is based.

Theatre circuits participating in the meetings are Paramount Gulf, Interstate Theatres, Florida State Theatres and the Wilby-Kincey Circuit.

Yamins Theatres Into Bowling Alley Operation

Special to THE DAILY

FALL RIVER, Mass., April 5.—One of the first circuits in this area to go into the bowling business is Yamins Theatres here, according to its presidents, Edward W. Lider. On May 1, the Capitol Theatre in Fall River will be closed and converted into a bowling center. In mid-August it will re-open as a 20-lane, air-conditioned bowling establishment.

Another operation under the Yamins banner is to be built next door to the circuit's Westport, Mass. Drive-in Theatre, where a 30-lane bowling center will be erected for late fall opening. Both operations will be managed by Yamins Theatres.

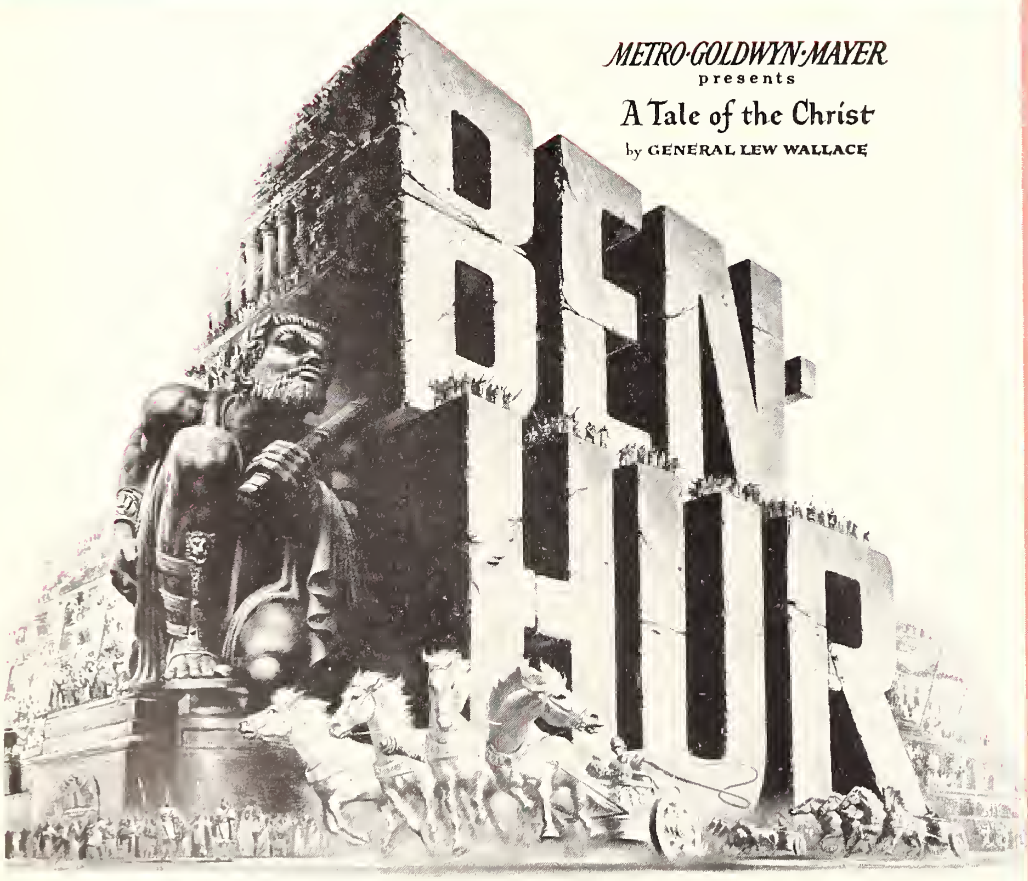
'Othello' Set at 55th

"Othello," which Universal-International is distributing in the United States as part of the U.S.A.-U.S.S.R. cultural exchange program, will have its American premiere at the 55th Street Playhouse in New York following the theatre's current attraction.

THE WORLD'S MOST HONORED PICTURE!

- ★ NEW YORK FILM CRITICS AWARD
  "Best Picture of the Year"
- ★ BRITISH FILM ACADEMY AWAR
  "Best Picture of the Year"
- ★ HOLLYWOOD FOREIGN PRESS GOLDEN GLOBE
  "Best Picture of the Year"
- ★ SCREEN PRODUC GUILD AWARD
  "Best Produced Film of the
- ★ SCREEN DIRECTO GUILD AWARD
  "Best Directed Film of the Y

METRO-GOLDWYN-MAYER
presents
A Tale of the Christ
by GENERAL LEW WALLACE

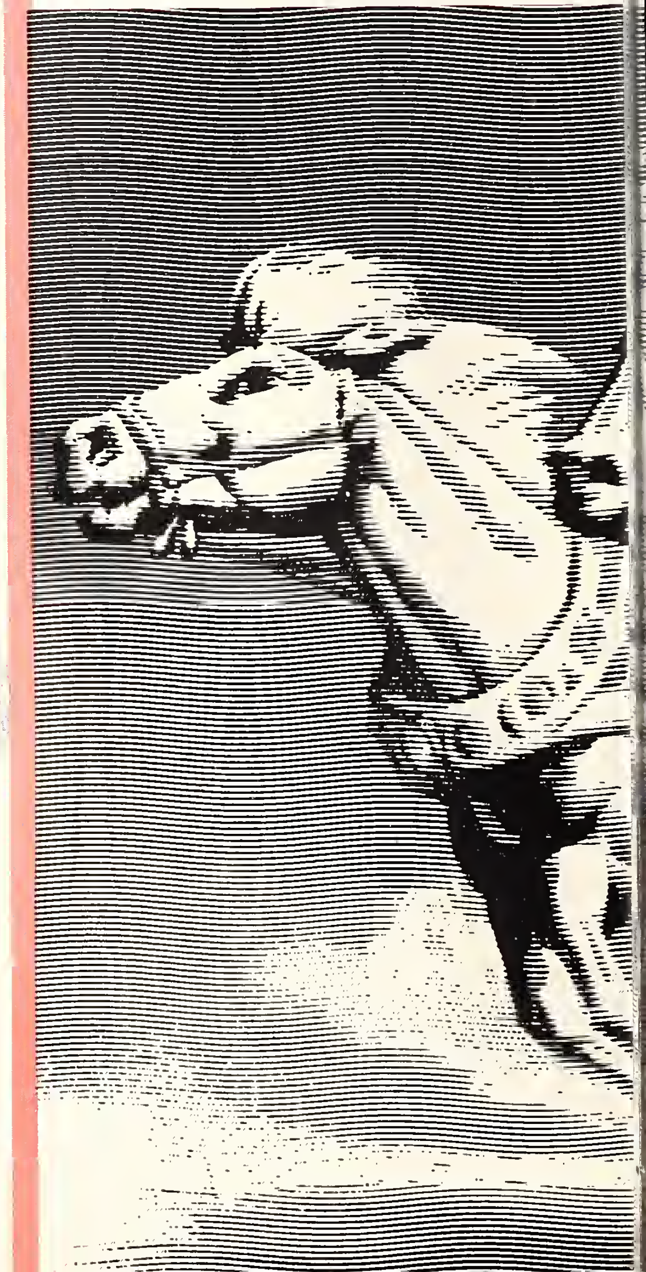


DIRECTED BY
WILLIAM WYLER

STARRING
CHARLTON HESTON · JACK HAWKINS
HAYA HARAREET · STEPHEN BOYD
HUGH GRIFFITH · MARTHA SCOTT WITH CATHY O'DONNELL · SAM JAFFE

SCREEN PLAY BY KARL TUNBERG · PRODUCED BY SAM ZIMBALIST

TECHNICOLOR® FILMED IN CAMERA 65



–AND NOW ACADEMY AWARD CHAMPION

WINNER OF 11 AWARDS, GREATEST IN HISTORY, INCLUDING

"BEST PICTURE OF THE YEAR"

BEST DIRECTOR
William Wyler

BEST SUPPORTING ACTOR
Hugh Griffith

BEST FILM EDITING
Ralph E. Winters, John D. Dunning

BEST SOUND
Franklin E. Milton

BEST SPECIAL EFFECTS
A. Arnold Gillespie,
Robert Mac Donald, visual;
Milo Lory, sound

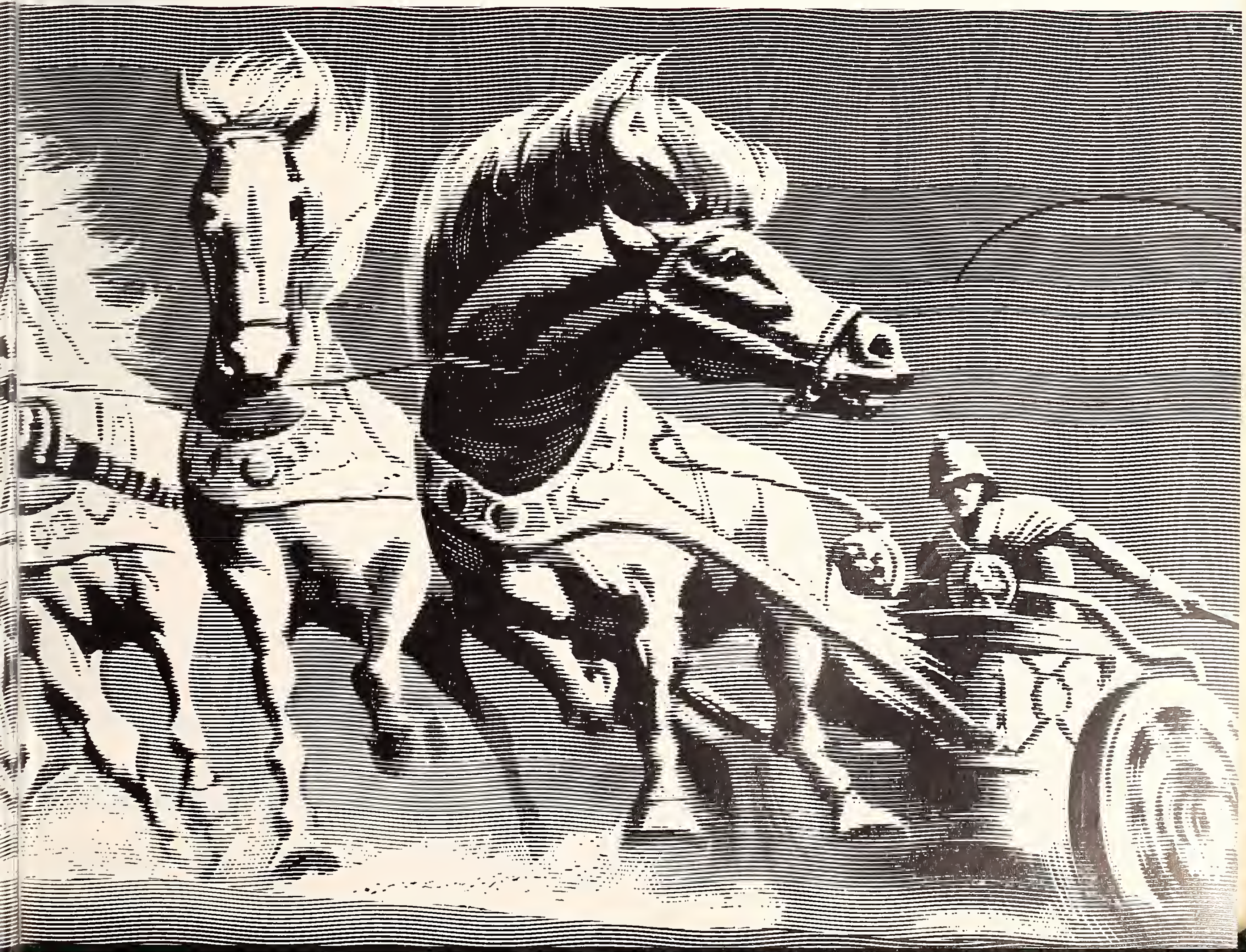
BEST ACTOR
Charlton Heston

BEST MUSIC SCORE
Miklos Rozsa

BEST CINEMATOGRAPHY
(color) Robert L. Surtees

BEST COSTUME DESIGN
(color) Elizabeth Haffenden

BEST ART DIRECTION
(color) William A. Horning,
Edward Carfagno;
Set direction Hugh Hunt



FROM **UNIVERSAL**

ANOTHER GIANT OF A PICTURE WITH

AN AVALANCHE OF THRILLS

THAT WILL SEND THEM

STORMING TO YOUR BO

The name that hurled a million men into battle! Turned the vast Crimean steppes into a flaming inferno! Wrote the most explosive chapter ever to sear the pages of history!...

THE COSS

STARRING **EDMUND PURDOM · JOHN DREW BARRYMORE · GEORGIA M**

AND **MASSIMO GIROTTI** DIRECTED BY GIORGIO RIVALTA · PR

FFICE !

IN **TOTALSCOPE**
PRINT BY
TECHNICOLOR®

ACKS

RRE BRICE WITH ELENA ZARESCHI · ERNO CRISA · MARIA GRAZIA SPINA · LOUIS SEIGNER

TOURJANSKY · A VANGUARD FILM · A UNIVERSAL-INTERNATIONAL RELEASE

Republic Plan

(*Continued from page 1*)

cents will be paid on May 16 to stockholders of record May 5.

This announcement was made here yesterday by Victor M. Carter, Republic president, following the annual meeting of stockholders held at the Sherry-Netherland Hotel. Stockholders voted approval of the change of the corporation's name to Republic Corporation, deleting "Pictures" and emphasizing operations in film processing, distribution, studio rentals and plastics manufacturing. Republic ceased feature film production in 1957.

Quarter Earnings Quadrupled

A net income of $388,084 for the first quarter ending Jan. 31, 1960—almost four times the earnings of the corresponding period last year—was reported. The first quarter net equalled 19 cents a share on the 2,004,190 common shares outstanding after $560,000 in federal taxes and provision of $100,000 for preferred stock dividends. This compares with earnings of $102,850 for the 13 weeks ending Jan. 24, 1959, or five cents a share.

Carter said Republic does not intend to produce its own films in the foreseeable future. Instead the company will extend its financial backing to independent production of films for theatres and television for which the company has received a "substantial guarantee" of handsome profits. Presently, Republic's funds are behind one theatrical picture and two television films.

Films for Foreign TV

Stockholders were told that Republic plans to begin shortly distribution of its 850-film library to foreign television stations, insuring the company of substantial revenue from abroad for the next few years. Half of the library already has been leased in 60 per cent of the United States.

Carter noted that Republic is in receipt of signed contracts totaling $4,000,000 in deals with American TV stations.

Stockholders elected to the board of directors for three-year terms Richard W. Altschuler, vice-president of the corporation; Franklin A. McCarthy, registered representative of Eastman Dillon, Union Securities & Co., members of the New York Stock Exchange, and Sidney P. Solow, a vice-president. They also approved a restricted stock option plan for officers of the company.

Yates Salary Queried

Most stockholders present voiced satisfaction with the job being done by Carter, who became president last July 1, and his associates. The mention of Herbert J. Yates, former president and director, drew some cutting remarks from Mrs. Martha Brand, a minority stockholder, who demanded to know why Yates was being paid $600,000 in salary over a six-year period. Carter said this payment was stipulated in Yates' contract and therefore would have to be made.

Pollyanna

CONTINUED FROM PAGE 1

seriously? A clue was provided at a preview of the film at the RKO 58th Street Theatre the other night. A sophisticated audience of East Side New Yorkers sat through the two-hour-plus running time entranced and applauded enthusiastically at the end.

This reaction is quite astonishing in the light of the plot of the film they saw. It is almost wholly devoted to displaying the methods of the heroine in doing good deeds. An orphan who is being raised by a rich spinster aunt who treats her with coldness and reserve, Pollyanna has absorbed the idea from her dead father that there is some good in everyone and every situation people find themselves in, no matter how much things appear to the contrary.

Her application of this philosophy is quite practical. She awakens feelings of kindliness in a sour old recluse; she convinces a cranky, bedridden crone that she is not half so ill as she thinks; and she inspires the minister in the town to change his entire attitude toward his fellow men.

Ultimately, indeed, it is through the inspiration of Pollyanna, the "glad girl," that the citizens are aroused to build a new orphanage in the town. This has been opposed by Pollyanna's wealthy aunt who wants to supply the funds—and cop the glory—all by herself. In the end, however, Pollyanna even brings her stubborn aunt around.

Obviously this story would have been sticky and maudlin on the screen if the wrong talent had been hired. Fortunately Disney secured people of taste in all departments.

THE SCRIPT of David Swift is colorful and unpretentious, brimming with colloquial humor and true to the ingenuous spirit of the original. Acting also as director, Swift has brilliantly re-created not only the outward aspects of the early American milieu but the innocence and charm of the period, too. Not once has Swift let the material descend to the saccharine.

For that latter achievement we must also be most grateful to the young actress who plays the lead, Hayley Mills. Her Pollyanna is no "goody-goody" without any faults. The attractive Miss Mills (blonde, wide-eyed, and irresistible) gives to the heroine suggestions of mischievousness and plain common sense that make the character likeable and real. No matter how far-fetched the plot gets, Miss Mills rings true.

So does every one else. As the aunt, Jane Wyman is remarkably stern-willed for one so intrinsically sweet, and Richard Egan is handsome and dominant as the doctor she once loved, gave up, and regains at the end. Agnes Moorehead contributes another of her incisive portrayals as the old crone who lies in bed waiting to die until Pollyanna makes her want to live. Adolphe Menjou is amusing as the recluse, and Karl Malden, as the minister, delivers a "hell fire and damnation" sermon that is something to hear and see.

Dressed up in bright Technicolor, "Pollyanna" provides enchantment and joy for the family audience. Like "Snow White" it should be revived over and over in the years to come.

Running time, 134 minutes. General classification. Release, in July.

RICHARD GERTNER

Hayley Mills and Agnes Moorehead in "Pollyanna"

PEOPL

Eric Johnston, president of th
tion Picture Association, will be
speaker at a meeting of the Phi
phia Public Relations Associati
be held on April 20 at the Ben
Franklin Hotel.

☐

Jean Goldwurm has been nam
the Independent Film Importer
Distributors of America to be i
fical representative at the forthc
Cannes Film Festival. Additio
Munio Podhorzer has been desig
as representative of the IFIDA a
Berlin Film Festival.

☐

George Waldman, New York
pendent distributor, has been
gaged to handle Fanfare Film
leases in the New York, Albany
Buffalo areas.

☐

Lou H. Gerard has been n
public relations director of Trans
Corp. He succeeds **Lowell Ben**
who had relinquished the positi
form his own publicity organiz
here.

Predicts AIP Gain

(*Continued from page 1*)

tribution, said here yesterday. H
turned this week from a trip to
rope where he finalized fran
agreements in six countries and
tiated two others for the releas
AIP product.

"American International's cu
policy of top production quality
extended running times have g
the company the recognition in
rope it had been difficult to ac
up to the present time," Reich
"Sweden, Norway, Finland, Den
and Belgium are now serviced
AIP product with the boxoffice b
buster 'Goliath and the Barbar
the first film to be released under
new distribution agreements, to be
lowed by 'House of Usher' in
and 'Why Must I Die?' in Septen

"We have licenses for the re
of three films in France through
dependent distributors, and will
announce a franchise agreement
one of the leading German distri
ing companies. Enthusiastic dist
tors in Switzerland, Turkey
Greece have contacted me expres
an interest in releasing AIP pictu
he said.

Amusement Companies Record Big Increase

**Net income after taxes of U.S. e
panies in the amusements field
1959 increased 28 per cent above
1958 level, according to figures e
piled by the First National City B
of New York. The rise was f
$164,000,000 to $211,000,000.
was the highest rate of increase
any corporate category.**

All
the News
That
ls News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 87, NO. 67 NEW YORK, U.S.A., THURSDAY, APRIL 7, 1960 TEN CENTS

ITORIAL

ɔre U. A. Progress

By Sherwin Kane

ITED ARTISTS' progressive
anagement continues through its
rst decade not only to surpass the
ds it set one year by those
ved the next, but also to set
higher goals for the years which
head.

is was made manifest by Arthur
, U. A. president, this week in
er of a regular series of "prog-
reports" to the industry through
ade press. Begun in the first year
e Krim-Robert Benjamin adminis-
on of U.A., the management talks
e trade press representatives have
continued at regular intervals for
years.

•

not one of them has there been
ssimistic note sounded. And this
e more remarkable when one con-
s that during the past decade the
stry has experienced some of its
est days and most severe trials.
though Krim's report this week
ded the news that the company's
last year exceeded the previous
rd established the year before,
that the gross for the first 1960
ter is well ahead of the corres-
ding quarter last year, its emphasis
not on finance but on forthcom-
product.

•

he company's financial results for
are scheduled to be completed
made public in the very near
re, so pending completion of the
es, Krim confined himself to the
vn or indicated gross records. For
rest, he was intent upon discuss-
the company's ambitious produc-
plans for the remainder of this
, for next year, and for the year
.

he good news to exhibitors is that
e maintaining a substantial sched-
of 34 pictures this year, there will
among them more than twice as
y top quality attractions as there
in the numerically larger 1959
dule.

•

ince in these days, exhibition's
cipal concern is quality product,
h is the only dependable answer
rofitable disposal of playing time,
will welcome this U.A. policy
will be encouraged to learn that
ill be carried over into 1961 and
on progressively greater scales.

Seven and Eleven Lucky for 'Ben-Hur'

With 11 "Oscars" tucked into his chariot "Ben-Hur," hitting a record pace at 28 box offices in as many cities, is racing toward the $7,000,000 milestone in ticket sales, MGM said yesterday. It is estimated that in another 11 weeks, about June 11, "Ben-Hur" will pass the magic $11,000,000 box office gross. At that time, an attendance record of 7,000,000 will be set. Eleven come seven!

Entertainment Park To Include Drive-In

Special to THE DAILY

CLEVELAND, April 6.—Affiliated Amusement Corp. has been incorporated by a syndicate of local investors to develop a 30-acre tract of filled land north of Shoreway Blvd. and east of Burke Lakefront Airport in the downtown area. The million dollar project, to extend from East 33rd to East 40th Streets, will be devoted to

(*Continued on page* 3)

Sliman, Solomon, Coor Join in Theatre Group

Special to THE DAILY

NEW ORLEANS, April 6.—Phillip Sliman, who owned and operated the Evangeline Theatre, New Iberia, La.; T. G. Solomon, head of Gulf States Theatres, based at McComb, Miss., and Dick Coor of New Iberia Theatres, have announced the forming of a new New Iberia Theatre Corporation

(*Continued on page* 3)

U.S. Nearing End In Television Trial

Introduction of documentary evidence and questioning of one witness in New York Federal Court yesterday brought the government's "block-booking" case against six film and television companies near its end. A Department of Justice anti-trust attorney said the government's prosecuting team expects to wrap up its case by the end of this week or by early next week at the latest.

Inter-office memoranda from the files of the six defendants formed the substance of paper evidence offered to Judge Archie O. Dawson. Robert Weissberg, a film buyer for TV Stations, Inc., which services about 100 television stations around the coun-

(*Continued on page* 4)

Columbia To Set Up Own Trailer Operation

Columbia Pictures yesterday announced that, effective Sept. 1, it will create, manufacture and distribute its own trailers, posters and accessories for all its domestic releases.

"Because of the investment in and the quality of the product Columbia is now releasing, we feel it is in the best interest of our affiliated independent producers, our exhibitor customers and our company itself to assume direct control of these extremely important advertising and promotion tools," the company stated.

Columbia said that the sales and

(*Continued on page* 2)

'Spartacus' Booked at DeMille for Two Years; Reade Gives Advance Guarantee of $1,000,000

Walter Reade, Jr. has signed with Universal Pictures to book "Spartacus" at his DeMille Theatre here this fall in a contract calling for Reade to pay an advance of $1,000,000 prior to the opening. Joint announcement of the deal, described as more than double that of any previous advance guarantee made by an exhibitor in the history of the industry, was made by Reade and Henry H. "Hi" Martin, Universal vice-president and general sales manager.

"Spartacus," a Byrna production in Super Technirama 70mm, will have its world premiere at the DeMille on Oct. 6. It will play on a reserved-seat, ten performance weekly for a minimum period of two years with options for a longer run remaining with Universal.

Although it was just recently redecorated throughout, the DeMille will be additionally improved for the bow of "Spartacus," including installation of a new screen. The picture will open later in other key cities in the U.S. and throughout the world.

Kelly's Suggestion

Classification Action Viewed As 'Warning'

Industry Told to Heed Passage by Assembly

Special to THE DAILY

ALBANY, N.Y., April 6.—The overwhelming approval by the Assembly of the Younglove film classification bill should be taken as a warning by the motion picture industry "to be on its good behavior and to exercise restraint in the features it produces," according to Assemblyman Daniel M. Kelly, New York City Democrat.

Kelly, who is opposed to "censorship for adults," made one of the speeches in support of the Younglove measure. Like a number of other proponents, he believes the bill would have passed the Senate, had it been

(*Continued on page* 5)

Fox Sets Big TV Drive for 'Flame'

Twentieth Century-Fox will launch "Flame Over India" with a strong television campaign similar to that given "Sink the Bismarck," "Dog of Flanders" and "Journey to the Center of the Earth."

Nine different spot campaigns have been completed for the TV drive, according to Charles Einfeld, 20th-Fox vice-president. The picture is set for release next month.

One TV spot opens in the "CinemaScope" manner; starting from the mid-

(*Continued on page* 4)

House Passes Bill on Foreign Tax Credit

From THE DAILY Bureau

WASHINGTON, April 6. — The House has passed by voice vote a bill to permit election of an "overall" limitation on the foreign tax credit.

Under present law, a "per country" limitation applies. Income taxes paid to a foreign country may be taken as

(*Continued on page* 3)

***TELEVISION TODAY*—page 4**

PERSONAL MENTION

ROBERT S. FERGUSON, Columbia Pictures national director of advertising-publicity, has returned to New York from the Coast.

•

SAMUEL Z. ARKOFF, vice-president of American International Pictures, arrived in New York from Hollywood last night.

•

HOWARD MINSKY, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, is in Toronto from New York.

•

JULES LAPIDUS, Warner Brothers Eastern division manager, is in Gloversville, N. Y., from here. He is accompanied by **HERBERT L. GAINES**, the company's branch manager in Albany.

•

BERNARD JACON, of Zenith International Film Corp., was in Atlanta from New York.

•

SY WEINTRAUB, producer of "Tarzan the Magnificent" for Paramount, has returned to New York from London.

•

JAMES A. FITZPATRICK, counsel to the New York State Joint Legislative Commission on Offensive and Obscene Material, has returned to his Plattsburg home from Washington.

•

JOHN HARRELL, executive of Martin Theatres, Atlanta, has returned there from New Orleans.

•

HENRI STORCK, producer of the Robert J. Flaherty documentary "Masters of the Congo Jungle," will return to his native Belgium later this week from New York.

•

HY REITER, promotion and advertising director of Broadcast Music, Inc., will return to New York today from Chicago.

•

DON KAY, president of Don Kay Enterprises, New Orleans, has returned there from Dallas.

•

H. P. "DUSTY" RHODES, drive-in owner of Georgia and Alabama, has returned to his Atlanta headquarters following a tour of his theatres.

•

SAMUEL E. ROSENBLATT, president of the recently-formed Acme Theatres, Inc., Albany, N. Y., will leave there with **MRS. ROSENBLATT** on April 15 for a trip to Europe and Israel.

Columbia Sets Trailer Plan

(*Continued from page 1*)

distribution of the trailers, posters and accessories will be handled through its regular exchanges throughout the country. It also pointed out that only trailers made and sold by Columbia will include film scenes from Columbia releases.

In its announcement, the company emphasized that the new move is a logical step in keeping with the "Columbia formula" of supplying independent producers with as many company services as practicable.

As one of the first steps in setting up the new operation, Paul N. Lazarus, Jr., Columbia vice-president, announced the appointment of Jack Atlas to head the trailer department being established at the studio in Hollywood. Atlas, who supervised the making of trailers for M-G-M from 1946 to 1955, will join Columbia in May.

Atlas joined the M-G-M studio publicity department in 1942. After Navy service, he became assistant to Frank Whitbeck in that company's West Coast advertising and exploitation department and it was in that capacity that he supervised the Metro trailers. From 1955 until 1957 he worked on M-G-M television projects. Since then he has handled West Coast promotion and advertising for M-G-M.

Four Industry Leaders Benjamin Fete Heads

Film industry leaders Barney Balaban, Louis Nizer, Abe Schneider and Spyros Skouras will serve as chairmen of the Brandeis University dinner honoring Robert S. Benjamin, United Artists board chairman.

The dinner will be held in the Sert Room of the Waldorf Astoria on Tuesday, June 7. Funds raised will benefit the University.

Unkefer Publicity Head On 'Day of the Gun'

From THE DAILY Bureau

HOLLYWOOD, April 6. – Linn Unkefer has been named by Stan Margulies to the post of publicity director on the forthcoming Bryna Productions film, "Day of the Gun," which stars Rock Hudson and Kirk Douglas for Universal International release.

Assistant publicity director at RKO for many years, Unkefer was with the 20th Century-Fox publicity department until recently.

"Day of the Gun" will start shooting in Mexico at the end of this month, with Eugene Frenke and Edward Lewis producing. Robert Aldrich will direct.

N. Y. Theatres to Show Fire Prevention Film

Motion picture theatre owners in the metropolitan area will participate in a public service program in cooperation with the New York City Fire Department and Commissioner Edward F. Cavanaugh, Jr.

Commencing Easter Week, theatre members of the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association, headed by Sol A. Schwartz and Harry Brandt, respectively, will exhibit a specially prepared educational film dramatizing the subject of fire prevention.

This film will be an integral part of the over-all campaign prepared by the Fire Prevention Education Unit to reduce the great number of fires taking place in New York City.

Last year, there were 56,000 fires in the five boroughs. It is the intent of this educational program to cut down the incidence of fire in the greater city.

All Exhibit Space Sold For SMPTE Confab

Approximately 5,000 square feet of exhibit space was sold six weeks prior to the opening of the 87th Semi-annual Convention of the Society of Motion Picture and Television Engineers, according to Harry Teitelbaum of the Hollywood Film Company.

The 87th SMPTE convention will be held May 1-6 at the Ambassador Hotel in Los Angeles. The theme of the convention is "New Techniques for Films, Television and Video Tape."

Forty-three booths will house the latest motion picture and television equipment. This figure represents the largest equipment exhibit of its kind to be held in conjunction with the SMPTE Conventions.

"This is the first time that we have ever sold every square foot of exhibit space so far in advance of a convention," Teitelbaum said.

A 35mm version of the Century Projector Corporation's Model JJ 70/35mm projector, with adaptation to later inclusion of 70mm components, has been announced by Frank E. Cahill, Jr., vice-president.

Cataloged as the Model JJ5, it is of the same basic design as the all-purpose mechanism with optical soundhead. Major components of that projector are physically correlated units, so that those necessary for 70mm projection and multi-track magnetic sound may be readily added at any time.

TENT TALK

Variety Club News

ALBANY, N. Y.–Mayor Erast Corning, District Attorney John Garry and Democratic State Commi tee Chairman Michael H. Prenderga have been made associate members the Albany Variety Club. Incidentall Garry is a nephew of the late Christ pher H. Buckley, the club's first chi barker.

△

CHICAGO–Tent No. 26 on Ap 16 will honor Nat Nathanson, its fi assistant chief barker, now Midwe division manager for Allied Artists, a dinner-dance to be held in the Ne Glass Hat of the Pick-Congress Hot He will be honored for his many yea of devoted service to the club's ma charitable projects.

△

MINNEAPOLIS–Tent No. 12 h established the Marty Chalfen Mem rial Fund in honor of Mrs. Mart Chalfen, who with her three childr was killed in a plane crash enroute Miami on March 17. A former skati star, she was the wife of Morris Cha fen, ice-show impresario, and pres dent of the women's auxiliary. Pr ceeds of the fund will aid the Un versity of Minnesota Variety Clu Heart Hospital.

United Artists (Albany Moving to New Addres

Special to THE DAILY

ALBANY, N. Y., April 6.–Unite Artists will move soon from quarte in the Strand Theatre building to ne offices being constructed adjoining t Columbia and Warner exchanges, i the R. T. A. Building at 991 Broa way. This structure is located a blo below Filmrow.

Allied Artists Sales Representati Robert Adler will have desk space i the new offices. AA recently closed i local branch.

UA has occupied space on the se ond floor of the Strand building sin it opened an Albany sub-unit of t Buffalo branch, about six years ag Burton Topal manages both office from Buffalo.

'Congo' Bows in Bosto

BOSTON, April 6.–20th Centur Fox's "Masters of the Congo Jungl had its debut as a diplomatic and s cial event tonight at the Paramou Theatre here. Under the joint spo sorship of Harvard University's Pe body Museum and the resident Be gian consul, Dr. Albert E. Navez, t premiere was attended by Boston leading citizens led by Mayor John Collins.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Burea Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-310 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallaghe Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

artford Area Changes ade in Loew's Circuit

Special to THE DAILY

HARTFORD, April 6.—Managerial inges just announced by Loew's i Theatres in this area are the first h revisions made by the circuit in eral years.

Effective immediately, Mrs. Ruth lvin, formerly on the division man-r's office staff, becomes manager of ew's Palace, Hartford, succeeding n Hebert, who resumes his former ition as assistant to Charles Gau-o, manager, Loew's Poli, Spring-d, Mass.

At the same time, Jack Keppner, ner assistant to Fred R. Greene-v, then Loew's Poli Palace manag-is named assistant to Lou Cohen, ew's Poli manager. Harry Hudak, stant for the past several years to ien, has begun an Army hitch.

ntertainment Park

(*Continued from page* 1)

Disney-type entertainment park. It include a 1500-seat drive-in the-with parking facilities for 1200 ; a children's playground, a minia-e golf course, a driving range and estaurant.

Edward Schweid, former traction nmissioner and attorney for the dicate, reportedly has the approval city council and local newspaper tors as a step forward in bringing life to the downtown area.

ort Director William J. Rogers also approved the project provided cifications require that no installa-interfere with the downtown lake t airport operation or its future insion.

Vermes and Gross Operators

amed as operators of the drive-in tre, which will feature a glass ied section from which the patrons d view the screen in luxury chairs, Ted Vermes, prominent owner of l motion picture theatres including deluxe Mercury and Yorktown, Roy Gross, former operator of tres in Cleveland and Bedford. nes states that in his opinion, the i hurdles have been overcome and city council will shortly an-nce its approval of this million ar project.

ouse Passes Bll

(*Continued from page* 1)

edit against taxes due the U.S. the taxes of each foreign country h may be taken as a credit are ted to the proportion of U.S. tax ore the credit) which the income a that company bears to the tax-er's total taxable income.

nder the "overall' tax credit limi-n, income from all foreign coun-may be lumped together in com-ng the credit.

he bill permits an election of one he other types of credit. Once a ce is made, no change will be al-ed for 5 years unless special per-ion is received from the Treasury. nacted, this option will be avail-for 1961 and thereafter.

REVIEW:

Operation Amsterdam

Rank—20th Century-Fox

Espionage, diamond smuggling, plenty of street fighting and a swift romance activate "Operation Amsterdam," directed by Michael McCarthy for producer Maurice Cowan and the Rank Organization. The picture stars Peter Finch, Tony Britton and Alexander Knox as a trio of British agents sent to Amsterdam in May, 1940, only hours before the Germans occupy the city.

Their job is to gather up all the industrial diamonds they can in just 14 hours, and return with them to England for safe keeping until war's end. They've got to beat the Germans and the local Fifth Columnists to the stones which are vital to the Allied war effort.

Early in the story, the team enlists the support of Eva Bartok, a worker in the Dutch war ministry. With her they proceed to the home of Finch's father, Malcolm Keen, an influential diamond merchant, who persuades his fellow dealers to turn their stones over to the English. Meanwhile, Finch's party has been found out by Dutch turncoats, so the quartet (counting Miss Bartok) must chase around Amsterdam for their lives, awaiting, also, delivery of the gems.

The showdown comes shortly after the principals, assisted by Dutch partisans, crack a safe containing the bulk of the city's diamonds. A long, bloody seige of street fighting ensues, but an escape is made and the three men board a destroyer bound for England. In just half a day, Finch has fallen in love with Miss Bartok, but she chooses to stay behind to await word of her fiance whose Army unit has been overrun.

Several exciting chase sequences and location photography help to tighten the picture's loose structure. McCarthy and John Eldrige based their screenplay on David E. Walker's book, "Adventure in Diamonds." Running time, 105 minutes. General classification. Release, in June.

Saul Ostrove

PEOPLE

Sal Adorno, Sr., Connecticut exhibition pioneer, and general manager of M & D Theatres, has been awarded Loyal Order of Moose honors by the Middletown Lodge, No. 1547, at an "Italian Night" held recently by the organization, of which Adorno has been a member for 45 years.

□

D. L. Thomason, who operated the Rainbow Theatre, Cope, Colo., for a number of years before moving to Arizona, has returned to Colorado and plans to reopen the theatre in mid-April.

□

Virginia E. Aaron, president of the Ladies Auxiliary, Jewish War Veterans of the U. S., formerly of M-G-M and now a booker for the Interboro Circuit here, will be guest of honor on Saturday at a testimonial dinner to be tendered her in the Hawaiian Room of the Hotel Lexington.

□

John Wallace has taken over operation of the Belle Drive-in Theatre, Durango, Colo., from **Ted Knox**, the former owner.

□

Mrs. Mary Bridges has returned to her former position in the booking department of Martin Theatres, Atlanta.

Sliman, Solomon

(*Continued from page* 1)

which includes two indoor theatres, the Essanee and Colonial and the Echo Drive-In, all located in that town.

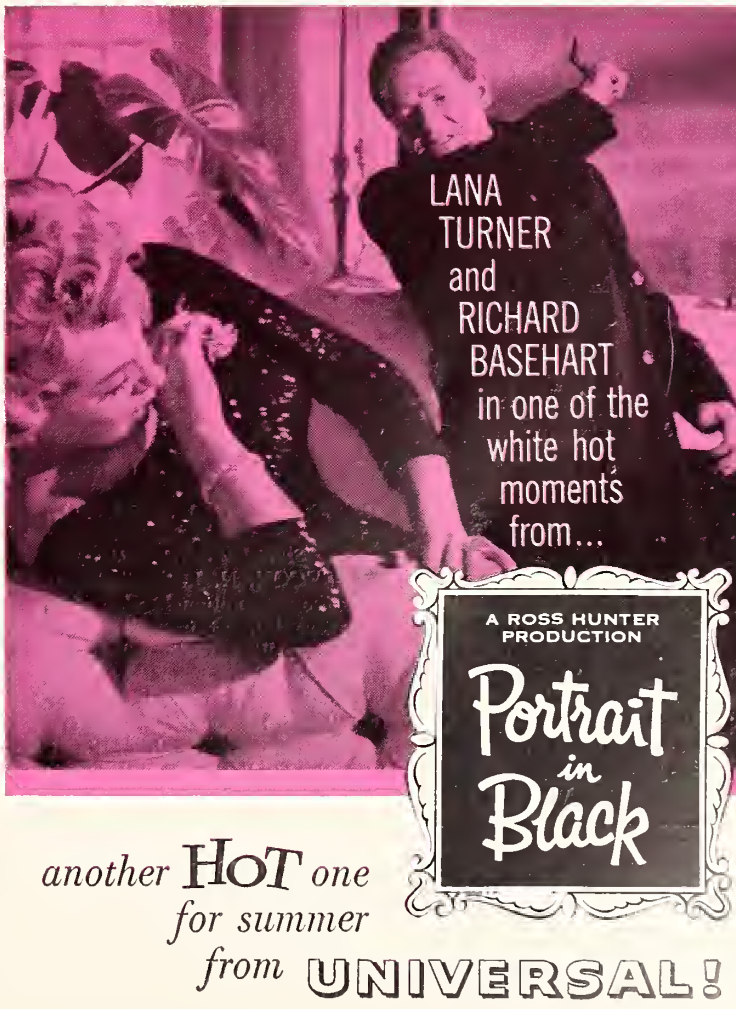
Sliman also stated that the Evangeline, his sole property, was closed on March 31, same month that it was opened 30 years ago, and that along with the adjoining Palace, which was the property of the old theatre corporation and included in the transaction of new ownership, was sold to commercial interests. An extensive modernization program is now underway by the new outfit.

Pernick Again Chairman

Solly Pernick, of the Theatrical Protective Union No. 1, has again accepted the chairmanship of the legitimate theatre division of the United Jewish Appeal of Greater New York, it was disclosed yesterday by Irving H. Greenfield, of M-G-M, overall chairman of the motion picture and amusement industries 1960 effort in behalf of the world-wide humanitarian organization.

Remodel Denver Theatre

DENVER, April 6.—A $250,000 remodeling job on the Denham Theatre here will be completed this week. Press screenings of "Ben-Hur" will be held on Sunday, with the picture scheduled to open its reserved-seat run on April 13.



LANA TURNER and RICHARD BASEHART in one of the white hot moments from...
A ROSS HUNTER PRODUCTION
Portrait in Black
another HOT one for summer from UNIVERSAL!

National Pre-Selling

MARPESSA DAWN, star of Lopert's "Black Orpheus" is the daughter of a Negro mother and a Filipino father. According to "Life's" March 14 issue, she is a lovely girl with a faunlike grace and disposition. Marpessa was born in Pittsburgh, grew up in New York and hit success in Paris. It is interesting to observe that her first big film "Black Orpheus," was made in Brazil, in Portuguese, which she had to learn.

This Lopert film won the Golden Palm at the Cannes Film Festival, is an Academy Award nominee, and also received editorial recognition in "Life."

Lopert has published an impressive press book in attractive spring hues which will be a splendid advertising aid to all managers playing, "Black Orpheus."

•

Pete Martin called on Debbie Reynolds for the March 26 issue of "The Saturday Evening Post." He wrote a forthright report on Debbie's marital difficulties and supported it with photos, among which is one of Elizabeth Taylor, Mike Todd, Eddie Fisher and Debbie taken at Epsom Downs. Debbie's new Paramount film, "The Rat Race," will be released this Spring.

•

"Can-Can" filmed in Todd-AO, and reviewed in "Look's" March 29 issue, is one of the most sophisticated and friskiest screen musicals to come along in some time. One of the novelties of "Can-Can" is star Shirley MacLaine's debut as a movie dancer. Shirley does a prodigious job as both the leading lady and the top dancer, and sings Cole Porter songs with Frank Sinatra, Louis Jourdan and Maurice Chevalier.

•

"A Dog of Flanders," that fine film of a boy and his dog in DeLuxe color, received a laudatory review in the April issue of "Photoplay."

•

"Visit to a Small Planet" has moments of marvelous fun, according to Richard Marek in the April issue of "McCall's." There is hilarious fun in a beatnik cafe, in its characterization of a perplexed television announcer, and in several of its special camera effects-but for each intrinsically funny scene, there is one that depends solely for its effects on Lewis' mugging, jumping, crying, leering, or over-all brand of pandemonium.

WALTER HAAS

musifex co
45 w. 45 st. n.y.c.
music for
feature films
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

THE 12th annual Emmy Awards will be telecast over NBC Monday, June 20, (10-11:30 P.M.) with Desi Arnaz and David Susskind Academy Producers in Hollywood and New York, respectively. NBC hasn't named its producer as yet. . . . Jackie (Mr. Excitement) Wilson's latest Sesac recordings, produced by Nat Tarnopol and set for release on the Brunswick Label, is a MUST for the radio libraries. Bud Prager rates a low bow for this one. . . . Nezih Manyas, director of the Turkish Information Office will spotlight the great Turkish pianist, Ergoman Capli at the Lambs' "Otto Harbach Night" Saturday . . . Thar's gold in them thar film vaults. Two years ago, Screen Gems found 78 "Three Stooges" shorts in the Columbia Pix storage plant and introduced them to NAB conventioneers. Starting slowly, the series gathered momentum and today, the droll fun-makers of yesteryear, are riding high with a total of 190 segs currently in distribution. . . . At the Monsignore, Jackie Gleason told some of us that he'll have a new show ready for the fall. . . . Associated with Wm. Morris Agency since 1945 (last 7 years in the TV dept.) Bernie Seligman has been upped to head the firm's new comedy writers and property development division. Bernie has worked on programs as "Sat. Nite Revue," Max Liebman's "Show of Shows," "Colgate Hour" among others. . . . Where are the A & R men? How do they overlook the amazing talents of Val Valenti, easily one of the finest tenor voices we've ever heard? Wm. Gaxton has signed the lad as one of the stars for the Lambs Gambol later this month. . . . Barbara Stanwyck will star and host a new half-hour dramatic-adventure telefilm series, "The Barbara Stanwyck Theatre," packaged by Louis F. Edelson in association with NBC. . . .

☆ ☆ ☆

Paul Taubman, one of the busiest young men in town (maestro of several daily TV programs, organist on three radio soaperas, mine host at the Penthouse Restaurant) will take time out April 26 to visit City Hall where Mayor Wagner will confer upon him the honorary title of "Mayor of Fifth Avenue." . . . This we like:—Walter Slezak sez "Old Chinese proverb tells us that man who get lit-up every night, not very bright." . . . After 7 years as producer of Walt Framer's "The Big Payoff," Sid Tamber has become assistant to Allen (Candid Camera) Funt. . . . We thrilled last Monday night to the voice of Arthur (Street Singer) Tracy on Kate CBSmith's TVehicle. Incidentally deejays have latched onto Arthur's new Audio-Fidelity LP Album just released and featuring his inimitable styling of standards including "Marta" and "Jeannine I Dream Of Lilac Time" among others. . . . Comes April 29 Jack Bailey NBCommences his 16th year as emcee of "Queen For A Day," during which time he's crowned 3700 Queens and has given away $17,000,000 (that's right, SEVENTEEN MILLION.) . . . Former motion picture publicist Estelle Schrott Conde's original teleplay "The Bullfighters" will be aired next Wednesday on "The Millionaire" CBShow, Gustavo Rojo, featured in "They Came To Cordura," will star in "The Bullfighter." . . .

Westinghouse Drive To Push Sales Media

Special to THE DAILY

ABSECON, N. J., April 6.—An all-inclusive promotional plan to create more interest in radio and television as selling media will be offered to the broadcasting industry by the Westinghouse Broadcasting Company. Details of the continuing campaign, which is an outgrowth of the WBC "Use the Medium to Sell the Medium" plan announced in November, 1958, at the Broadcasting Promotion Association convention in St. Louis, by WBC president Donald H. McGannon, were revealed by A. W. Dannenbaum, Jr., WBC vice-president in charge of sales, at a WBC management meeting here.

Ten jingles and 22 live tags are the first materials to be offered to all interested U.S. radio stations. An announcement and demonstration of the radio half will be made this week at the NAB convention by Kevin Sweeney, president of the Radio Advertising Bureau. The TV portion, now in production, will be announced in the near future.

Fox TV Drive

(*Continued from page* 1)

dle of the TV screen, the horizon stretches across from left to right, spelling "high adventure," and then opens wide, top to bottom, with "thrills and excitement."

Theatre Showing Stressed

The TV spots stress that "only on the motion picture screen can you see, in its entirety, the full-color, wide-screen drama of 'Flame Over India'."

REVIEW:

Three Came to Kill

UA-Premium

Convincing acting by the leads a a tautly written script lend reali and suspense to this slight melodra about a professional killer. It w produced by Robert E. Kent and rected with competence and dispat by Edward L. Cahn from a screenpl by James B. Gordon.

Cameron Mitchell is effective as psychopathic killer, hired because his reputation as a "torpedo" to sassinate the exiled premier of a mi dle eastern country who is in th country under the protection of t State Department. Agents of the Sta Department are under pressure to s that he leaves the country in go health and are alarmed because t preliminary killing of a foreign age in New York has alerted them to t possibility of an assassination attem

Mitchell's plan is to install hims in a suburban home overlooking t Los Angeles airport and fire an ince diary bullet into the premier's pla as it prepares to take-off. The hor he selects is occupied by John Lupto an operator in the airport tower, a his wife, Lyn Thomas. Mitchell, wi his companion in crime, Steve Brod invades the household and sends Lu ton to work under orders to designa the plane and runway by a code wo on the tower radio, while he a Brodie hold Miss Thomas and her s ter as hostage.

Lupton has to decide whether inform the police, who are frantica searching for Mitchell, and risk wife's life, or keep quiet and let t premier be killed. With sweat and prayer, he makes the right choice a all are saved.

If the story line sounds familiar is because it has been used before. is, nevertheless, an effective treatme of the subject. Mitchell's portrayal the killer particularly is effective as Lupton's characterization of an intr spective and innocent man faced wi a tortuous decision.

Running time, 70 minutes. Gene classification. April release.

JAMES D. IVE

TV Trial

(*Continued from page* 1)

try, said that when he negotiated wi Loew's, Inc. (M-G-M) for films in library, he was told he could buy fewer than 100 films in package. that time he was dealing for a station in Bellingham, Wash.

The other defendants are C & Super Corp., National Telefilm Asso ates, Associated Artists Productio Screen Gems and United Artists.

EAST COAST
MOTION PICTURE PRODUCTION,
EDITORIAL and TECHNICAL SERVICES
℞ FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE
PERSONAL SUPERVISION
JOSEPH JOSEPHSON
Circle 6-2146
45 West 45th St
New York 36

Motion Picture Daily Feature Reviews

Killers of Kilimanjaro

Warwick—Columbia—CinemaScope

Hollywood, April 6

BERT Taylor, a good cast of English players and African natives a simple, though effective story, dealing with a dangerous mission ough Technicolorful, intriguing backgrounds in CinemaScope, put in the good entertainment class.

Richard Thorpe's direction, marked by some well-staged action-fight- between bush country natives, who agree to help Taylor in his empt to make a survey for the construction of the first railway from mbassa to Lake Victoria, and a rival group under orders from an ab slave trader who wants to stake his claim first on the railway to nsport slaves, is augmented with some fine footage on wild life in ica.

Anthony Newley is most effective in the comedy relief, as the sole viving representative of Taylor's engineering company in Mombassa en he arrives to make the survey. Anne Aubrey registers nicely as an ractive blonde who joins Taylor's trek into the dangerous country in rch of her father and fiance who disappeared on the same job. Round- out the cast and fortifying the family trade interest is young John nech, portraying the educated son of the Arab slave trader, Gregoire an, who resents his father's way of life and runs off to join Taylor.

The screenplay by John Gilling, and screen story by Richard Maibaum Cyril Hume, which was taken from the book, "African Bush Ad- atures," by J. A. Hunter and Dan P. Mannix, favors Taylor's heroics he commands a group of hired ex-convicts on the start of his mission, ing elephants and lions that threaten his party, and impressing the ef of a dreaded tribe near the foot of Kilimanjaro Mountain with his agic" and bravery in order to enlist his aid in accomplishing his ssion. He promises the railroad his company builds will bring progress the chief's region.

Miss Aubrey learns of her father's death and finds her fiance a physical eck beyond repair. Her relationship with Taylor from here on is of tual interest.

In an action-packed climax, Dimech's father tries to stop an ambush ainst Taylor when he learns that his son is in danger, but is fatally unded in the attempt. The Arab chief is repentant and tells his son carry on in the way he was educated in England and to foster the olishment of slavery in Africa.

The film was produced by John R. Sloan for executive producers ing Allen and Albert R. Broccoli.

nning time, 91 minutes. General classification. Release, in April.

Samuel D. Berns

Five Branded Women

De Laurentiis—Paramount

"Five Branded Women" is a war story told in extreme earnest. It details with unusual precision the pain, shame and courage of a band of Yugoslav partisan fighters—and the five young women who join them—resisting Nazi occupation of their country in 1942. An international cast of players, some well-established here and others about to secure stateside reputations, contribute strong marquee value to this film.

The five women are Silvana Mangano, as Jovanka; their leader, Vera Miles; Barbara Bel Geddes; Jeanne Moreau, and Carla Gravina. Partisans accuse them of making love to a German officer and they are denounced and driven into the hills to fend for themselves. This does not happen until they are thoroughly disgraced, their heads shaved to their scalps—this is their brand of humiliation. So, they must beg and steal until, quite by accident, they join forces with a pack of partisans who strike from the mountains. Van Heflin leads these guerillas and he, Miss Mangano's former boy friend, is embarrassed at first, because he was the man who had her scalped. In time, however, their common shame is eradicated and they eventually die together manning a machine gun post, sacrificing themselves so their comrades can elude the Germans.

The five females are excellent fighters but they are even more effective as lovers, or so their histories indicate. Among the mountain band, a knotty rule is enformed: no sexual relations. Such acts, Heflin warns, rather apologetically, create too many problems; their job is to kill Germans and not produce children.

Four of the five branded women manage to live by the mountain law. But Miss Miles, the only one of the five who was branded unjustly in the first place, is overcome by Harry Guardino. As the two are making love at a sentry post, enemy soldiers sneak past partisan lines and only through good luck is a calamity averted. For their crime of wanting each other despite advice to the contrary the lovers are stood side by side and executed by a partisan firing squad.

Martin Ritt, who directed from Ivo Perilli's screenplay, has not allowed sentiment to intrude upon a bitter situation. That is so much to the good. The picture was filmed in Italy and Austria and achieves a disturbing authenticity, good, hard, melodramatic effects.

Running time, 106 minutes. General classification. Release, in May.

S. O.

lassification

(Continued from page 1)

orably reported from Rules Com- ttee.

One of its principal Assembly advo- es said: "If the motion picture lustry, or its organizations, wish to e part of the credit for keeping legislation in Senate rules, let m do so. Eventually, the opponents l have to answer to their constitu- s. They will be known."

ay Enterprises Moves

NEW ORLEANS, April 6. – Don y Enterprises has taken possession its new quarters at 150 South Lib- y Street here. The company has)-leased a portion of the quarters to Woolner Bros. Theatre Co. and the local branch of Woolner Bros. Productions, which has its home offices in Hollywood.

Mailing Color Display For 'Song Without End'

Columbia Pictures is distributing a full-color 40 x 60 display introducing Capucine, new star of William Goetz' "Song Without End," The Story of Franz Liszt, to press outlets across the country. The poster, which features a bigger-than-life head shot of Capucine, has been mailed to motion picture editors, trade papers, syndicated columnists, national magazines and other press representatives as well as to Columbia branch offices throughout the world.

the birth of a NEW REPUBLIC CORPORATION
FORMERLY
REPUBLIC PICTURES CORPORATION

Everything is new at REPUBLIC CORPORATION, formerly Republic Pictures Corporation . . . the name, management and earnings outlook. Shareholders have just effected the name change to stress emphasis on film processing, distribution, studio rentals and plastics manufacturing. Republic halted all production of motion pictures in 1957. Now, a new profit-minded management seeks higher earnings . . . first through internal growth, later through industrial acquisitions.

REPUBLIC
CORPORATION
4024 Radford Ave. • North Hollywood, Calif.

At your fingertips—

THE WHOLE BUSINESS WORLD OF THE SCREEN!

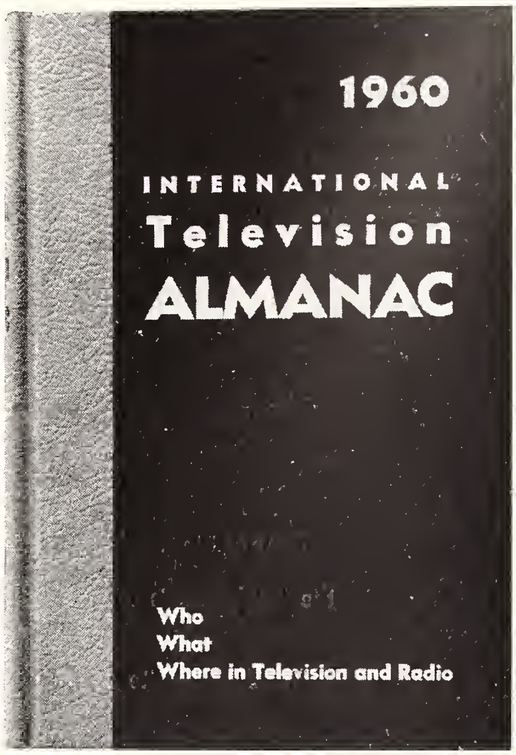
●

Now

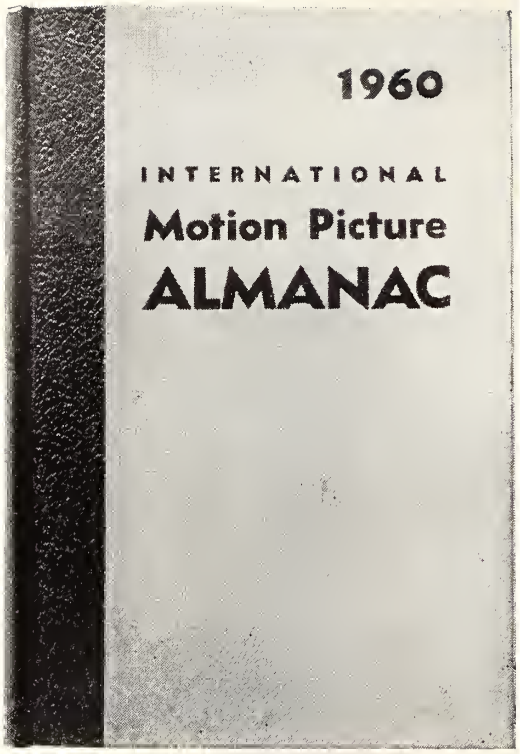
In

Distribution

●


1960
INTERNATIONAL
Television
ALMANAC
Who
What
Where in Television and Radio

FACTS of the Motion Picture and Television Industries — of their structure and performance, of companies and organizations, of products and services — and of people, for both volumes contain biographical sections for these inter-related industries. To make sure of your copy or set you are advised to send in your order early . . . every edition is sold out soon after publication.


1960
INTERNATIONAL
Motion Picture
ALMANAC

Order your copy today—use handy coupon below . . .

Price per volume $5

Both volumes $8.50

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.
Send a copy of the 1960 Edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ BOTH ALMANACS ($8.50)
☐ Payment herewith

Date____________________

NAME____________________

ADDRESS____________________

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

87, NO. 68 NEW YORK, U.S.A., FRIDAY, APRIL 8, 1960 TEN CENTS

ITORIAL

:k to the Point

By Sherwin Kane

R after year, television critics st upon viewing and appraising annual Academy Awards pre- ons telecast as an entertainment m. As such, and understand- they find it wanting. Many of being inclined to be hypercriti- Hollywood and motion pictures asons of their own, are need- harsh as a result in their pub- reactions to the program.

Academy Awards presentations mselves are not entertainment. ssence of the event is the an- ement of the winners in the s awards categories and the pre- on of an "Oscar" to each. is a minimum of entertainment lities in that, but a world of interest and curiosity.

•

reason for judging the Acad- Awards program as entertain- rather than an event of wide interest in its own right, can ibuted to the efforts made by ademy's program committee to erse diverting non-essentials the announcements and pre- ons. It is as though a telecast running of the Kentucky Der- to be accompanied by "enter-

(*Continued on page* 12)

Salute to

'OSCAR"

VINNERS

Pages 3 - 13

Hollywood Walkout Again Called 'Nearly Settled'

Studio Production Waiting to Roll as Negotiators Meet Again Today After Adjournment Spoils Report of Pact

By SAMUEL D. BERNS

HOLLYWOOD, April 7.—The end of the Screen Actors Guild strike tomorrow seemed a certainty here today following a four-hour meeting of the full committees of the SAG and the Association of Motion Picture Producers.

John L. Dales, national executive secretary of the SAG, when questioned following the meeting regarding the chances of a settlement, said, "We are all very hopeful. Due to the length of the session today we feel we can make more progress if we meet again tomorrow morning."

The meeting was adjourned until 10 A.M. tomorrow after today's session, longest in the series of talks including two SAG caucuses.

Ronald Reagan, SAG president, left the meeting an hour before it broke up in order to film some elements for the "General Electric Theatre," which he hosts on TV. Reagan said, as he left, "There will be another session tomorrow to straighten out some of the details."

Jerry Wald, who was credited today with making a premature statement about the strike's being over, and which was carried on newscasts over both radio and TV, said he had put Yves Montand on call for tomorrow morning to finish his sequences in the film, "Let's Make Love," before

(*Continued on page* 15)

Telemeter Is Seen Set in Bartlesville

An announcement that Video Independent Theatres of Oklahoma City has acquired a franchise for a Telemeter pay TV operation, probably in Bartlesville, Okla., scene of its 1957 pay TV experiment, is expected to be made here today.

Henry Griffing, president of Video Independent, has called a press conference for this morning at the St. Regis Hotel to make what he described as "an important announcement concerning pay-as-you-see television."

No Paramount Confirmation

Although no further details were provided, and Paramount Pictures, parent of Telemeter, declined comment, it is believed that Griffing's announcement will confirm the report of a Telemeter franchise for Bartlesville, a franchise given for several apparent reasons.

One is that the direct wire connections to pay TV subscribers' homes in Bartlesville remain from the 1957 pay TV experiment there, obviating the need for hook-ups that are regarded as

(*Continued on page* 14)

MGM Names Weitman To TV Production

Robert M. Weitman has been appointed vice-president in charge of television production on the West Coast for Metro-Goldwyn-Mayer, it was announced by Joseph R. Vogel, president.

The increasing emphasis on televi-

(*Continued on page* 2)

NSS Announces New Concept in Trailers

National Screen Service yesterday announced that, effective Sept. 1, it will create an entirely new concept in trailers in order to produce and distribute its own trailers on Columbia Pictures' feature product.

Because many thousands of its ex-

(*Continued on page* 15)

REVIEW:

Sergeant Rutledge

John Ford—Warner Bros.

That Old Master story-teller John Ford has got hold of a fine exciting script in "Sergeant Rutledge," and has spun it out on the screen with superb professional skill. The story is, of all things, a courtroom melodrama set in the Wild, Wild West just after the Civil War. On top of that it has a racial angle. How's that for something different in entertainment for almost everybody?

Mystery fans, for instance, will revel in the aroma of intrigue and suspense Ford pungently builds right away as an army court martial trial begins. Sergeant Rutledge, a Negro soldier, is the defendant charged with murdering his commanding officer, a white man, and raping and

(*Continued on page* 15)

Says Effect of TV on German Industry Drastic

By SAUL OSTROVE

A drastic change in the design of the German film industry is anticipated within the next six months, when a second national television station will begin operations. Producers are planning to make many of their pictures directly for video, thereby conceding to American imports a greater share of the theatrical business.

The majority of Germany's 40 independent producers have indicated

(*Continued on page* 15)

PERSONAL MENTION

JAMES R. VELDE, United Artists vice-president in charge of domestic sales; SIDNEY COOPER, UA Central and Southern division manager; DAVID V. PICKER, executive assistant to UA president ARTHUR B. KRIM, and PHIL GETTELSON, UA Central and Southern contract manager, have returned from a two-day sales meeting in New Orleans.

•

RICHARD GUARDIAN, Latin American supervisor for American International Pictures, will leave New York today on a three-month tour of Latin America.

•

MARSHALL GREEN, Universal-International assistant production manager; GEORGE ENGLUND, producer-director of the forthcoming "The Ugly American"; ROBERT BOYLE, art director, and CLIFF STINE, cameraman, have arrived in Bangkok from California.

•

SAM DAVIS, of the Davis Exchange, Miami, has returned there from Atlanta.

•

E. F. MEDARD, producer - director, left here yesterday for London.

•

ROBERT MEYERS, of the Columbia Pictures sales department, will be married on Sunday to ROBERTA CORWIN of Mt. Vernon at the Lincoln Park Jewish Center in Yonkers.

•

MITCHELL YEAGER, business agent for the IATSE in Jacksonville, is in Baptist Hospital there following a paralytic stroke.

•

C. E. MCLAUGHLIN, of the McMillion Brothers circuit, Akron, Colo., has left there for a trip to Nigeria.

Lowell Mellett Dies; Film OWI Head in War

Special to THE DAILY

WASHINGTON, April 7 – Lowell Mellett, 76, who was chief of the motion picture bureau of the Office of War Information during World War II, died here last night after a long illnesss.

He was one of President Roosevelt's immediate circle of administrative executives before and during the war and was administrative assistant to the president from 1940 to 1944. After the war he became a magazine and newspaper editor from which work he resigned in 1956 because of ill health.

Baxter Heads Kodak Editorial Service

Special to THE DAILY

ROCHESTER, N.Y., April 7. – James E. Baxter has been named manager of the editorial service bureau of the Eastman Kodak Company's advertising department, it was announced today by W. B. Potter, vice-president and director of advertising, and A. D. Johnson, advertising manager.

James Baxter

The editorial service bureau serves newspapers, magazines, radio, and television with editorial material on photography generally and on Kodak products specifically. It also sponsors the annual Newspaper Snapshot Awards and the Kodak High School Photo Contest.

Baxter joined Kodak in 1955 as an assistant in the editorial service bureau. He was previously director of public information at Stephens College in Columbia, Mo., where he had been a faculty member since 1943. He served as a Naval communications officer during World War II.

TV Buyer Says Most Stations Want Packages

Most television stations prefer to buy their films by the package and not individually, an experienced film-buyer for TV stations throughout the country testified yesterday in the government's "block-booking" case against six film and television companies.

Robert Weissberg, of TV Stations, Inc., a government witness, told Judge Archie O. Dawson in New York Federal Court that although most film companies will provide prices for individual pictures, only about one per cent of TV stations prefer to purchase films singly. The witness himself recommended that his clients buy films in bulk lots.

Will Hear Dismissal Request

The court is expected to hear next Monday a motion for dismissal by the defendants. At that time, Judge Dawson will take the matter under advisement and hand down a ruling on Monday, April 18. If he rules against the defendants they will commence their case immediately.

Charged with violating anti-trust laws through sale of pictures to TV are C & C Super Corp., United Artists, Associated Artists Productions, Screen Gems, National Telefilm Associates and Loew's, Inc. (M-G-M).

Rosen Is Co-Chairman Of Will Rogers Unit

The special activities committtee of the Will Rogers Hospital has installed Arthur Rosen as co-chairman, to serve with Thomas Rodgers for 1960-61. Under a rotating tenure of this committtee, one new co-chairman is elected each year to the committee's two-man post, and one leaves after two years of service. The retiring chairman this year is Irwin "Buck" Freedman.

Principal work of the committee this year is to help develop greater participation of exhibition, distribution and allied fields, with special emphasis on radio and television in the Will Rogers Christmas Salute, the annual employee-relations program of the hospital.

March Attendance Fall Reported by Sindlinger

Unusually bad weather in many parts of the country caused a decline in theatre attendance in the nation of 15 per cent from the same month last year, according to Sindlinger & Co., Inc., market analyst. The decline marked the first time since February, 1959, that the total monthly attendance fell below the corresponding month of the preceding year, Sindlinger said.

January and February theatre-going was substantially ahead of last year, he pointed out. But the March decline cut into the increase with the result that the first three months showed a gain of a little less than 2 per cent from the corresponding quarter last year.

'Ruth' World Bow Will Benefit V.C. Charity

From THE DAILY Bureau

HOLLYWOOD, April 7.–20th Century-Fox's "The Story of Ruth" will have a benefit world premiere for the Blind Babies Fund of the Variety Clubs of America, chief barker for Los Angeles Tent No. 25, Spencer Leve, announced today. To be held at the Fox Wilshire on June 28, the event will bring out the best-known names of the industry, he said.

Boston Likes 'Congo'

20th Century Fox's "Masters of the Congo Jungle" grossed $1,484 in its opening day at the Paramount Theatre in Boston yesterday. Theatre management said it set a new record for a documentary motion picture at the house.

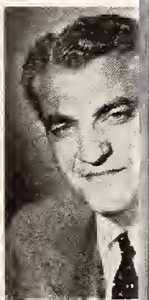
350 'Unforgiven' Dates

Hecht-Hill-Lancaster's "The Unforgiven," a United Artists release, will be the Easter attraction in some 350 key situations in 33 exchange areas in the United States and Canada.

Name Weitm

(*Continued from page 1*)

sion activities by MGM is indi by this appointment of a new president in the division, Vogel George Shupert, vice - president in charge of television, makes his headquarters in New York.


Robert Wei

"With the acquisition of Robert M. Weitman," said Vogel, "we have further strengthened our dynamic and versatile television production organization. No changes are contemplated, excep additions to the studio staff th know we shall have to make a activities in the field of televisi crease."

Weitman will make his head ters at the MGM studio in C City. He and Shupert will go t Angeles shortly to confer with and Sol C. Siegel, head of the studios.

James T. Aubrey, Jr., preside the CBS Television Network, ac the CBS staff of Weitman's re tion "with great reluctance and regret."

Joined CBS in 1956

Weitman joined the CBS T sion Network in February, 195 vice-president in charge of pr development. Last August he named vice-president of indepe productions.

Prior to his affiliation with Weitman held the post of vice-dent in charge of network pro ming and talent for American B casting-Paramount Theatres from to 1956, and earlier was a vice ident of United Paramount Th

'Queen' in Ind. Rec

"The Snow Queen," Univers ternational release set a new record for a U-I film at the Theatre in South Bend, Indiana, first week when it grossed cl $7,500.

NEW YORK THEAT

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIE
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYD
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bur Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Ga Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

he Oscar-Winning Performances

BEST ACTRESS. Simone Signoret, French star of the
h picture "Room at the Top," won her Oscar for her
ıs the mistress of Laurence Harvey, above. The film
tributed here by Continental.

THE BEST PICTURE. M-G-M's spectacular "Ben - Hur" set a record with 11 Oscars. Above, a scene from the awesome chariot race sequence.

THE BEST SUPPORTING ACTOR. Hugh Griffith, shown here as Sheik Ilderim.

THE BEST ACTOR. Charlton Heston, as Judah Ben-Hur, took the highest acting honors.

THE BEST SUPPORTING ACTRESS. Shelley Winters, below at left, was named for her performance in the George Stevens-20th-Fox production "The Diary of Anne Frank." The picture also won awards for art direction and for black and white cinematography.

THE BEST DIRECTOR. William Wyler, director of the epic "Ben-Hur," was one of those honored for his work in the picture. The Sam Zimbalist production, in addition to the best picture, best director, best actor and best supporting actor awards, won also for art direction, color cinematography, costume design, editing, sound recording, musical scoring, and special effects. Wyler is shown, below right, listening to a playback of the score with Haya Harareet.

Thank you very, very much

SIMONE SIGNORET

BEST ACTRESS

"ROOM AT THE TOP"

My Heartfelt Thanks
and especially to you, George Stevens

SHELLEY WINTERS

Best Performance By A Supporting Actress

"THE DIARY OF ANNE FRANK"

20th Century-Fox

'59 'Oscar' Winners

BEST PICTURE

"Ben-Hur," Sam Zimbalist, producer; M-G-M.

●

BEST PERFORMANCES

Actor—Charlton Heston *in* "Ben-Hur," M-G-M.

Actress—Simone Signoret *in* "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc. (British).

Supporting Actor—Hugh Griffith *in* "Ben-Hur," M-G-M.

Supporting Actress—Shelley Winters in "The Diary of Anne Frank," 20th Century-Fox.

●

BEST DIRECTION

William Wyler, for "Ben-Hur," M-G-M.

●

BEST WRITING

Screenplay from Other Medium—Neil Paterson, for "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc. (British).

Story and Screenplay, Original—Russell Rouse and Clarence Greene, for the story; Stanley Shapiro and Maurice Richlin, for the screenplay, of "Pillow Talk," Arwin Productions, Universal-International.

●

BEST ART DIRECTION

Black-and-White Picture—Lyle R. Wheeler and George W. Davis, for "The Diary of Anne Frank," 20th Century-Fox. Set decoration by Walter Scott and Stuart A. Reiss.

Color—William A. Horning and Edward Carfagno, for "Ben-Hur," M-G-M. Set decoration by Hugh Hunt.

●

BEST CINEMATOGRAPHY

Black-and-White — William C. Mellor, for "The Diary of Anne Frank," 20th Century-Fox.

Color—Robert L. Surtees, for "Ben-Hur," M-G-M.

●

BEST COSTUME DESIGNS

Black-and-White — Orry-Kelly, for "Some Like It Hot," Ashton Prods., Mirisch Co., United Artists.

Color—Elizabeth Haffenden, for "Ben-Hur," M-G-M.

BEST FILM EDITING

Ralph E. Winters and John D. Dunning, for "Ben-Hur," M-G-M.

●

BEST SOUND RECORDING

M-G-M Studio Sound Department, Franklin E. Milton, Sound director for "Ben-Hur."

●

BEST MUSICAL ACHIEVEMENTS

Best Scoring of a Musical Picture—Andre Previn and Ken Darby, for "Porgy and Bess," Samuel Goldwyn Prods., Columbia.

Best Musical Score of a Dramatic or Comedy Picture—Miklos Rozsa, for "Ben-Hur," M-G-M.

Best Song First Used in an Eligible Picture—"High Hopes," from "A Hole in the Head," Sincap Prods., United Artists, Music by James Van Heusen, Lyrics by Sammy Cahn.

●

BEST SHORT SUBJECTS

Live Action—"The Golden Fish," Les Requins Associes, Columbia (French). Jacques-Yves Cousteau, producer.

Cartoon — "Moonbird," Storyboard, Inc., Edward Harrison, John Hubley, producer.

●

BEST SPECIAL EFFECTS

A. Arnold Gillespie and Robert MacDonald, for the visual effects and Milo Lory, for the sound effects, of "Ben-Hur," M-G-M.

●

BEST DOCUMENTARY

Feature—"Serengeti Shall Not Die," Okapia-Film Production, Trans ocean-Film (German).

Short Subjects — "Glass," Netherlands Government, George K. Ar thur—Go Pictures, Inc., (The Netherlands). Bert Haanstra Producer.

●

BEST FOREIGN FILM

"Black Orpheus," Dispatfilm & Gemma Cinematografico (France)

Winners of Honorary, Technical and Scientific Achievement Awards Listed

Honorary awards for special achievements and for technical and scientific accomplishments voted by the Academy of Motion Picture Arts and Sciences this year follow.

The Jean Hersholt Humanitarian Award—to Bob Hope.

Honorary Award for historic achievement in sound pioneering—to Dr. Lee De Forest.

Honorary Award for making pictures which will endure—to Buster Keaton.

Technical and scientific achievement awards—Class II:

Douglas G. Shearer, Metro-Goldwyn-Mayer, and Robert E. Gottschalk, Panavision, for developing a system of producing and exhibiting wide-film motion pictures known as Camera 65.

Wadsworth E. Pohl, William Evans, Werner Hopf, S. E. Howse and Thomas P. Dixon of the Stanford Research Institute and Technicolor Corporation, for design and development of the Technicolor electronic printing timer.

Wadsworth E. Pohl, Jack Alford, Henry Imus, Joseph Schmidt, Paul Fassnacht, Al Lofquist and the Technicolor Corporation, for developing of equipment for wet printing.

Dr. Howard S. Coleman, Dr. A. Francis Turner, Harold S. Schroeder, James R. Benford and Harold E. Rosenberger of the Bausch and Lomb Optical Company, for the development of the Balcod projection mi

Robert P. Gutterman, General F
tics, Inc., and the Lipsner-Smith
poration, for the design of the
ultrasonic film cleaner.

Class III awards:

Ub Iwerks, Disney Productions
design of an improved optical pr
for special effects and matte shot

E. L. Stones, Glen Robinson,
field Hubbard and Luther Nev
of M-G-M, for design of a mu
cable remote controlled winch.

Thank You, Academy

Bob Hope

Jean Hersholt Humanitarian Award

TECHNICOLOR

salutes the

Academy Award Winners

Contributing to productions which
achieve our Industry's signal honor is,
as always, our greatest source of pride.

Technicolor is a registered trademark.

W. J. GERMAN, INC.

AGENT

For the Sale and Distribution
of

EASTMAN PROFESSIONAL
MOTION PICTURE FILMS

Congratulates
all of the

ACADEMY
AWARD
WINNERS

FORT LEE, N. J.   CHICAGO, ILL.   HOLLYWOOD, CALIF.

Our Sincere Congratulations to

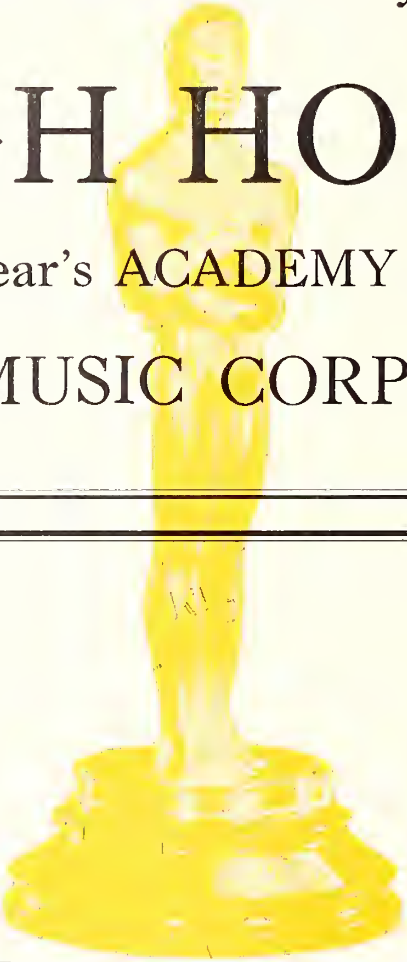
Sammy Cahn
and Jimmy Van Heusen

Our High Hopes were realized when your wonderful song

"HIGH HOPES"

won this year's ACADEMY AWARD.

BARTON MUSIC CORPORATION.



Gratefully

CLARENCE
GREENE

RUSSELL
ROUSE

WRITERS OF THE STORY
"PILLOW TALK"

"BEST STORY and SCREENPLAY — WRITTEN DIRECTLY FOR THE SCREEN"

Thank You

ROBERT L. SURTEES, A.S.C.

Best Achievement in Cinematography (Color)

"BEN-HUR"

MGM

Thank You Very Much

WILLIAM C. MELLOR A.S.C.

Best Achievement In Cinematography

(Black and White)

"THE DIARY OF ANNE FRANK"

20th Century-Fox

Behind the TV Cameras

TV's biggest show, the Oscar Awards ceremony went off without a hitch . . . thanks to the powers that be at NBC and the Motion Picture Academy.

They took great pains to make sure it was foolproof.

The nominees were seated near the front of the theatre in order to be within easy reach of the camera in the first row center of Hollywood's Pantages Theatre. Their seats were selected during the dress rehearsal several days before the Oscar ceremony. Each seat had a nametag so that latecomers wouldn't have to stumble around in the semi-darkness.

A total of nine cameras were used to give coast-to-coast TV viewers a first-hand view of Hollywood's big night. Seven cameras were inside the Pantages—two on each side in front, one in the center back, another on the side in back, and the critical one in first row center. Twelve seats were blocked off to make room for the main camera.

A great deal of thought, so the story goes, went into the selection of a cameraman for the strategic camera. Said one Motion Picture Academy executive, "We had to find a real skinny cameraman to operate the camera so he wouldn't block off anybody's view."

All seven cameramen inside the theatre knew beforehand where the nominees were seated. That's why TV viewers saw winner Charlton Heston buss his wife seconds after his name was announced.

Absent this year from the Oscar telecast were the camera shots of stony-faced nominees waiting out the last tense moments before the big awards were handed out. But the teary-eyed winners, as usual, got plenty of camera action.

EDITORIAL

(*Continued from page* 1)

tainment" of one kind or another, or a World's Series telecast by vaudeville acts, and both appraised for their diversionary activities rather than for what they are—procedures for deciding and crowning champions.

There is much to be said in favor of limiting the Awards program, if it is to be continued as an annual contact between the industry and the American living room, to its essentials. The programs are over-length, and needlessly so. To the profit of all concerned, the telecast could be trimmed to 30 minutes. Not only the extraneous, not always entertaining, diversions could be dispensed with, but also the technical awards in which the public has no interest.

There is plenty of opportunity within the industry itself, and within the several industry crafts, to continue giving recognition and to pay honor to those deserving craftsmen who contribute to the technical advancement of film-making from year to year.

The opinion that the awards telecasts are overlong and overloaded with extraneous matter is not limited to television critics, by any means. There is ample evidence that a large proportion of the program's most enthusiastic viewers would prefer to see it limited to the major facets of public interest among the categories.

Also, the opinion that brevity would improve the program and its impact on the public is quite widely held throughout the industry, as we all know.

It would not seem too difficult an assignment to plan next year's telecast, if it remains under industry control, to a maximum of one hour, just as a starter. If the public and critical reaction is favorable, further attempts at shortening the program could be made thereafter. If no appraisable improvement resulted, at least no ground would have been lost.

LETTER TO A STATUETTE

Hollywood, April 7, 1960

DEAR "OSCAR":

I can still feel the excitement of Monday night's ceremonies, with the whole world in on the surprise party of Awards to help celebrate your 32nd birthday.

Wish everyone could have been in on the rehearsals, or back in the press tent adjoining the RKO Pantages theatre where the winners were being photographed and interviewed. Or, over at the Beverly Hilton later for the Academy Governor's Ball, which glittered with all the glamour befitting Hollywood tradition.

Bob Hope was truly wonderful in bringing informality to the formal event. And the Jean Hersholt Humanitarian Award, which he so richly deserved, appeared most gratifying to those who worked with him through rehearsals, putting everyone at ease with hilarious quips when any of the top personalities flubbed a line or a member of the stage crew was in difficulty.

And couldn't you hear that Lion roar everytime one of those envelopes revealed another likeness of yourself for "Ben-Hur". With eleven awards racked up this year, the most ever for any film, it's no wonder when you call Upton 0-3311 the operator says. "Good morning, MGM, 'Ben-Hur's' home."

Rumors Scotched

Simone Signoret scotched those yearly rumors about "outsiders" having no chance at winning one of your top Awards. This is the first time, however, the Best Actress award was won for a performance in a British-made film, "Room at the Top," which, incidentally, was singled out as the Best Screenplay, based on material from another medium, topping "Ben-Hur" in this category.

Did you happen to notice Elizabeth Taylor in the audience, nervously waiting for the announcement of the winner of the Best Actress award, and proving herself a most gracious star as she applauded generously the Academy's selection of Miss Signoret?

You must have been very proud of Edith Head, your fashion consultant for the show. She was the epitome of good taste in her own gown, which would have won the admiration of the televiewers had she walked up to accept the Costume Design Award for either "Career" or "Five Pennies."

Since Orry-Kelly received the Costume Design Award for "Some Like It Hot," some of the wags were wondering why Jack Lemmon wasn't nominated for Best Actress for his work in that film.

Shelley Winters broke up the press boys in the tent interview, laughing through tears of joy, as she blurted, "Who else is winning? As if I care." Shelley made a fine acceptance speech for her Best Supporting Actress Award, for her role in "Diary of Anne Frank." She was up once before as a nominee, for Best Actress in 1951, for her work in "A Place in the Sun." Oddly enough, George Stevens directed her in that one, too.

Trade Secrets

Maurice Richlin and Stanley Shapiro, who wrote the screenplay for "Pillow Talk," had us in stitches at the banquet, revealing that the first time they met or had ever seen Russell Rouse and Clarence Greene, writers of the story for "Pillow Talk," was when they each went up on the stage to receive the award for Best Story and Screenplay-written directly for the screen.

And did you notice the great pride with which General Ted Curtis of Eastman Kodak presented the awards for Best Cinematography to William Mellor for his black and white camera work on "Diary of Anne Frank," and to Robert Surtees for his color photography of "Ben-Hur"? And where could the Academy have gotten a more perfect presenter than Gen. Curtis for the Cinematography Awards?

I know the event is costly, but it's worth the close to $750,000 spent to spread happiness to millions of fans throughout the world. A little of that happiness is bound to rebound, and more than pay for itself in the long run if spread wisely. Next time, maybe you can find a way of selling big pictures in advance, the kind that are bound to earn your consideration when nominations time rolls around.

With genuine regards for your powerful influence and inspiration to all of the crafts, talent and showmen who vie for your favor; and with a pledge as a trade paper reporter to draw attention during the year to those striving to "achieve," I am,

Respectfully yours,
SAMUEL D. BERNS

Protectin Oscar's Legal Righ

Like every other important m picture celebrity, "Oscar," who his annual appearance Monday at the 32nd Academy Awards Pr tations, is represented by legal sel.

The famed little gold statu need for such representation from the fact that people wrongfully assume he is public erty.

The truth of the matter is tha unauthorized commercial displa the symbol or mention of the A my Award which implies endorse is a violation of the copyright trademark registration laws an reproduction, photograph, dra replica or copy of the statuette be made or used by anyone wi written consent of the Acaden Motion Picture Arts and Scienc

Protecting 'Dignity'

Such consent is not readily coming.

" 'Oscar' represents the highest of attainment in the arts," ex B. B. Kahane, Academy presi "Putting him to commercial use result in a loss of dignity and tige."

But few people outside the ind are aware of the restrictions on car" and he is constantly prom such unlikely products as hi glasses, skates, electric shavers, jamas, candy bars, soy sauce, cu medicine and an edible lard. One he even endorsed a ham, which s must have some Freudian signific

To protect "Oscar" from such use, the Academy employs the ices of a Los Angeles law film. It a week seldom goes by that a me of the firm doesn't send a lett warning to some offender her overseas. That's all that's requir most cases, but occasionally the must resort to more drastic meas

Demanded Proof

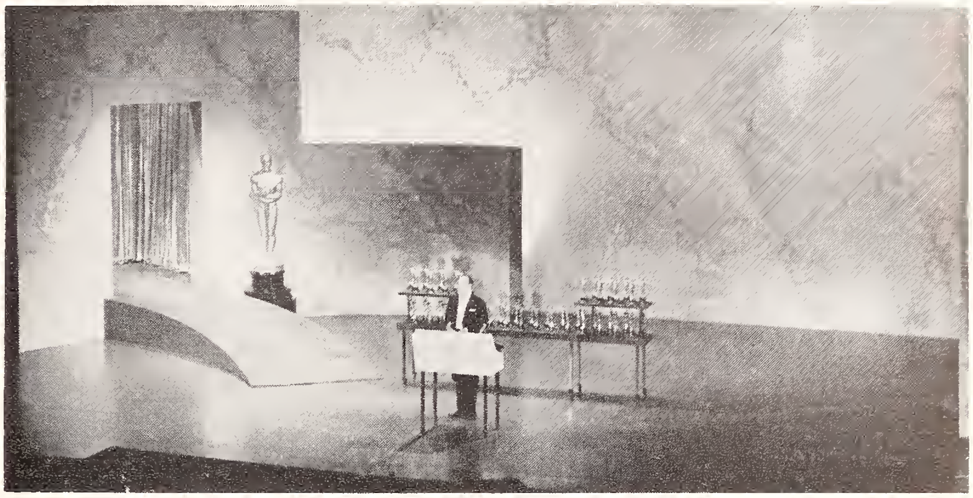
There was a time, for example, a firm in West Germany had "O endorsing skates, cutlery and This particular manufacturer re to believe that "Oscar" was the property of the Academy and dem ed proof of ownership. Many le affidavits and legal documents exchanged before he was satisfied

"Oscar," by the way, is a big f ite abroad, so much so that the A emy has had to retain the servic an international patent and trade law firm in New York to watc overseas violations. The firm re that "Oscar" has been discover such distant lands as Malaya, land, Greece, England, Brazil Spain.

Although the pirating of "O is a year-round practice, the Aca admits the incidents increase at A emy Awards time.

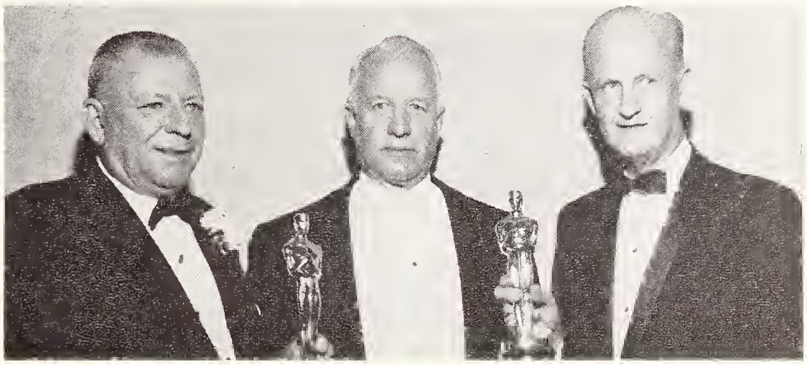
resenting he scars

NE SIGNORET, being bussed soundly below by lton Heston, provided the most emotional scene e evening as she received the best actress award.



The scene on stage as Bop Hope opened the show at the Pantages theatre.

The cinematography awards suitably were presented by Gen. Edward T. Curtis, vice-president of Eastman Kodak, center below, to William C. Mellor, left, for black and white, and to Robert L. Surtees, right, for color.



THE DIARY
ANNE FRAN

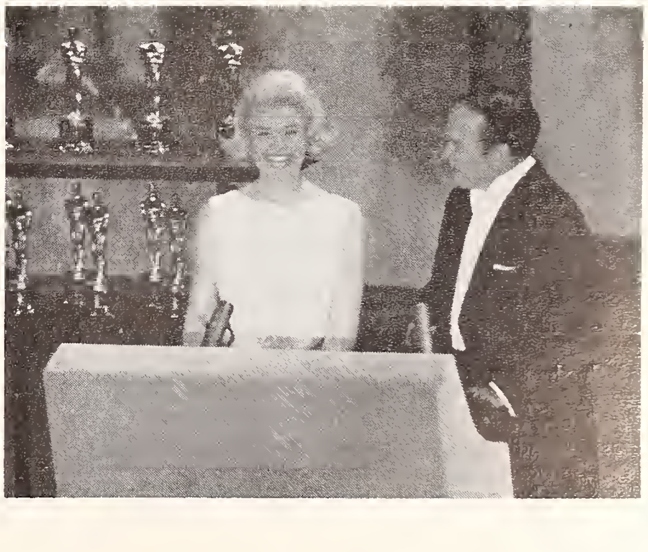
Bob Hope, indefatigable toastmaster of the show, was presented an Oscar by B. B. Kahane, president of the Academy.

Mrs. Sam Zimbalist, widow of the producer, with Charlton Heston and the Oscar for "Ben-Hur."

Shelley Winters, above left, dabs the tears as she receives the best supporting actress Oscar from Edmond O'Brien.

Jimmy Van Heusen and Sammy Cahn, left, wrote the award winning song, "High Hopes."

Doris Day, star of Universal's "Pillow Talk" which won the story and screenplay award, with Bob Hope on the stage.



'Oscar' Will Boost Grosses of Winners

"Oscar," still the best salesman in the film industry, yesterday put the companies behind his newest owners in optimistic, prediction-minded moods, pried additional prints out of at least one of them and beamed as they all totaled resurgent grosses at theatres here.

A one-day advance sale record was set Wednesday at Loew's State Theatre when $16,000 worth of tickets was purchased for "Ben-Hur," Metro-Goldwyn-Mayer's winner of 11 Academy awards, including those for best picture, best director, best actor and supporting actor.

Sees Engagements Doubled

By the end of this week, "Ben-Hur" is expected to reach a gross of $7,000,000 in its present 24 domestic and 5 foreign situations. Metro said it intends to double the number of engagements by July. Like their predecessors, the new engagements will be on a hard ticket policy. The $15,000,000 film opened here last Nov. 19 and some company officials already are talking in terms of an eventual $100,000,000 worldwide gross. The picture's advertising budget was $3,000,000.

On the basis of grosses thus far recorded, Lopert Films expects its "Black Orpheus," voted best foreign-language film, to achieve a domestic gross of from $800,000 to $1,200,000, Leon Brandt, Lopert general sales manager, said yesterday.

In 15th Week at Plaza

The film, which is in its 15th week at the Plaza Theatre, is expected to do more business this week than in the second and third weeks of its engagement. Because of a prior Plaza commitment, "Black Orpheus" will vacate next Tuesday and will move into two other Manhattan art houses.

Because of its "Oscar," the French production probably will receive a booking increase of 50 per cent. Forty key city situations are anticipated by April 15 and, while these are restricted to specialty houses, Brandt said he already has been approached by heads of a general circuit here to dub the film for mass patronage.

An additional 150 prints have been ordered for "Room at the Top," winner of Academy awards for best actress (Simone Signoret) and best screenplay (Neil Clayton), according to Carl Peppercorn, vice-president in charge of sales for Continental Distributing, Inc.

Trailers Stress 'Oscar'

Special ads, trailers and accessories on the film have been designed to emphasize the "Oscars." Continental, which had originally predicted a gross of $2,000,000 for "Room at the Top," now believes the picture will gross an additional $400,000 to $500,000. Between 1,500 and 1,750 playdates are being added to the list.

USIA Media Guaranty Plan Yielded Film Companies $11,224,100 in Year

By E. H. KAHN

WASHINGTON, April 7.—The U. S. Information Agency's Informational Media Guaranty Program, which permits dollar payment for exports of films through normal commercial channels to countries that cannot afford dollar expenditures, yielded payments to motion picture companies that totaled $11,224,100 through June 30, 1959, under contracts with a face value of $15,097,774.

From the beginning of the program through fiscal 1959, the following payments to motion picture companies were reported to a House appropriations subcommittee:

Alco Pictures Corp., $5,950; Allied Artists International Corp., $86,121; Cavalcade Pictures, Inc., $2,535; Columbia Pictures, Inc., $195,539; Columbia Pictures Corp., $133,494; Columbia Pictures International Corp., $328,357; Coronet Films, $5,784; Coronet Instructional Films, $9,683; Crystal Pictures, $7,000; Walt Disney Productions, $91,004; Eagle Lion Films, $52,485; Encyclopaedia Britannica Films, $67,948; Samuel Goldwyn Productions, Inc., $120,920.

Also Keystone Pictures, Inc., $13,013; Loew's, Inc., $737,206; Loew's, Inc., and Loew's International Corp., $1,017,461; Motion Picture Export Association, $1,933,972; Moulin Productions, Inc., $23,965; Paramount International Films, Inc., $467,886; Paramount Pictures Corp., $523,455; Republic Pictures International Corp., $203,920; RKO Radio Pictures, $902,513; RKO Teleradio Pictures, Inc., $49,638; Selznick Co., $24,355; Selznick Releasing Organization, Inc., $118,073; Edward Small Productions, Inc., $25,370; Sparta Film, Inc., $5,020; 20th Century-Fox Films Corp., $1,146,176.

Also United Artists Corp., $394,969; United World Films, Inc., $5,887; Universal International Films, Inc., $459,336; Universal Pictures Corp., $422,347; Warner Bros. Pictures International Corp., $1,010,435.

The subcommittee was told that of a total of $72.8 million in contracts through fiscal 1959, Motion Picture Guaranty contracts were worth $15,097,774. Historically, about 23 per cent of the payments under the program have gone to the industry. As the programs's director, Robert M. Beers, sees it, "so long as the program remains at the current level, the motion picture participation will remain constant at about the same percentage level."

During fiscal 1961, the agency hopes to expand its media guaranties program in Indonesia, Korea, the Philippines and Yugoslavia.

Albany Gets 70/35mm.

The Hellman Theatre in Albany, N. Y., has signed for the installation of the 70/35mm. projector system of Century Projector Corp., it has been disclosed by Frank E. Cahill, Jr., CPC vice-president.

Telemeter

(*Continued from page 1*)

the most costly and time-consuming phase of the Telemeter operation.

In addition, it was learned that Louis A. Novins, Telemeter president, will attend the press conference called by Griffing.

Although telephone wire connections to Bartlesville subscribers' homes and, or TV sets are believed to be intact, Telemeter attachments still will have to be installed on individual sets. Video Independent's pay TV experiment there used no coin meters but, instead, charged a flat monthly rate, which did not take into consideration the number of programs seen or not seen by individual subscribers.

When the Bartlesville test was discontinued, Griffing ascribed its failure to the billing system. At the same time, he expressed confidence in the eventual success of pay TV and said he would return to it if and when coin devices which permitted subscribers to select their own programs and pay only for those they watch became available in adequate quantity.

The Telemeter coin device, of course, meets Griffing's ideas of selection of and payment for only those programs chosen by a subscriber. How soon they will be available in large quantities is not known at this time. Presently, they are reported to be in short supply in Etobicoke, Ont., where International Telemeter is in operation.

Prefers Exhibitors

Telemeter has stated several times that franchises were being sought by interested parties in various localities. It also stated its preference for exhibitors as franchise holders. The Etobicoke operation is in conjunction with Famous Players Canadian, Paramount's theatre subsidiary in the Dominion. A second Telemeter operation planned for the New York metropolitan area late this year is not known to have an exhibitor participant.

300 Dates for 'Cell'

More than 300 bookings have been set for the re-release of Columbia's "Cell 2455, Death Row," the personal story of Caryl Chessman, based upon his book. Chessman is the condemned man still awaiting death in a California prison after numerous stays of execution.

'Comedy' Has Big Week

"When Comedy Was King," 20th Century-Fox release, finished its first week at the 68th Street Playhouse here with a "huge" $11,028, another new record, the theatre's managing director, Walter Brecher, announced.

USIA Film Servi
Asks $5,671,20

From THE DAILY Bureau

WASHINGTON, April 7. –
U. S. Information Agency wants C
ress to let it have an additional $3
500 for its motion picture servic
fiscal 1961, which starts July 1. T
spending of $5,671,200 is planne

Turner Shelton, director of
agency's motion picture service,
plained to a House appropriat
subcommittee that about 70 per
of the increase covers production
distribution costs for four additi
films. The balance of the increas
for buying exhibition equipment
support of overseas productions.

Cost of domestic film produc
is estimated at $796,431—up $91,
from last fiscal year.

The agency is also asking $32,
to enable it to acquire 15 new f
and to renew its rights to 17 films

U.S.I.A. wants to buy $246,
worth of projectors and related eq
ment during the coming fiscal y
This would be $49,700 more t
a year ago. Its cost estimates are b
on an average of $400 for each 16
projector.

Would Replace Many

Replacement of 579 is desired,
an increase of 37 to meet expan
needs in Africa, eastern Europe,
Latin America. Shelton indicated
the committee that all of the pro
tors are to "bought from Ameri
firms."

U.S.I.A. also wants to spend $1
600, an increase of $30,400, for
mobile film exhibition units. Ave
cost is $3,800 each for the tr
mounted, lightweight units.

Shelton noted that U.S.I.A. pro
tion in western Europe "has been
duced very considerably," and th
slash of $155,781 was made in
current fiscal year. In fiscal 1959,
agency spent $1,726,289 on over
production.

USIA Seeks $1,796,0
For TV Service in 19

From THE DAILY Bureau

WASHINGTON, April 7. –
U.S. Information Agency hopes to
tain $1,796,000 for its television s
ice in fiscal 1961. This will be an
crease of $807,900 over the cur
year's amount. By the end of fi
1961, the agency expects that t
will be more than 49,000,000 TV
in the world (outside the U.S.
Canada) and that about 37,000,
representing a potential audience
up to 163 million people, will be
cessible to its programs.

The agency believes that the
gest upsurge in coming years will
in the expanded use abroad of v
tape. It says, however, that "it n
be flexible enough to use both
and video tape in 1961 and tha
must be prepared to use live tel
sion facilities for transmitting
grams overseas whenever these
come available.

rike Talks

(Continued from page 1)

; for France at the weekend. will not be able to grind out otage until an official announce- ias been made regarding settle-

er major producers affected by ork stoppage due to the strike ed that great problems will be in resuming shooting scheduled e of the difficulty of recalling scatted people to work.

strike was 31 days old today.

Trailer Plan

(Continued from page 1)

-customers are served on a service plan (73%), National said it will meet its obliga- continue rendering those ex- s complete service on all of ailer requirements so that they ot be required to assume the nal burden of increased costs ir trailers.

onal Screen's trailers, it was will in no way infringe upon ght and although it will not filmed scenes from Columbia s, through the use of anima- reative art, and live personal- he trailer will be one that is acceptable for general use by ors. It will, in fact, be wel- by many "as a refreshing of pace," NSS said.

company further stated that it several years created and pro- television commercials to sell products" on television screens, ill capitalize upon that experi- rough the use of its manpower uipment to create unique and ing trailers for the purpose of feature releases on the motion screen.

in Germany

(Continued from page 1)

ill not try to buck the country's able television surge, according V. Tetting, a German producer as interviewed yesterday at the Film Exchange, Inc. office

ng, co-director of Rotary-Film, ı, is on his first American visit. oes to receive backing here for he intends to co-produce with ı, Italian and Spanish money rformers. He explained through Podhorzer, Casino president representative of the Export- of the German film industry, e popularity of German TV is exclusively responsible for the cent decline in theatre at- ce recorded last year and for osing of about 500 houses in alone in the past 18 months. are now 6,000,000 television Germany, double the estimate year ago. Approximately one- the population is exposed to

ke the picture industry Ger- elevision is state-owned. Its ıtion has outlets in five cities. e broadcast time is 5½ hours a day and filmed shows are restricted mostly to American westerns and gangster pictures. But competition which is certain to be created by another station will bring film producers sharply into the fold. Their contribution should be a heavy one.

Germany, which annually produces about 120 films, is expected to fall below that total this year and in succeeding years. Besides television's triumph, the blame for the theatre slump also was laid to more mechanization. Tetting said family weekend excursions by car, motorcycle and bicycle are attracting people who formerly went to the theatre.

The producer said the lapse late last year of the German-U.S. "gentleman's agreement"—whereby American distributors would export fewer films—is likely to have a vital effect on the newer concept of German production. The German industry is finding it harder to compete with Hollywood's "wealth of talent and unlimited budgets," Tetting said.

Recently several German films finally seem to have found favor in the United States. Tetting referred to "Rosemary," a long-running German picture showing here.

In Germany, Tetting explained, a producer does not control distribution. He acquires 75 per cent of financing from a distributor and puts up the rest himself. At the end of the film's playdates, the distributor takes his money off the top and the producer gets what's left, which is often next to nothing. The average cost of a German film now is about $300,000.

Sergeant Rutledge

CONTINUED FROM PAGE 1

killing the latter's 16-year-old daughter. Rutledge admits shooting the officer but claims self-defense and denies having harmed the girl in any manner. Circumstantial evidence points strongly to his guilt as a stream of witnesses is put on the stand to testify both for and against.

All the staples of courtroom melodrama are shrewdly put to use by the old pro Ford—from the constant objections of the two attorneys to each other's trial tactics (naturally the prosecutor is a supercilious type) to the absent-minded female witness who is put on the stand for comic relief. Much is made of some mysterious evidence—a locket worn by the dead girl and a man's jacket with the initials C.H. And at the last minute the real murderer is uncovered right in the courtroom by the defense attorney who is obviously an expert detective, too. Thanks to Ford's timing and emphasis all these old devices take on a new look.

Western fans, intrigued by the courtroom pyrotechnics, should not mind waiting for the kind of action they like. This doesn't come until well over halfway through the picture as witnesses recount in flashback two bloody run-ins with Apaches by a Negro brigade. Arrows fly, rifles are shot and Indians fall to the dust all over the beautiful Monument Valley terrain in which Ford shot these scenes in Technicolor.

Romance? That's here, too, in a love affair between the defense attorney and a girl whose life was once saved by Sergeant Rutledge.

For those who want a "message" there's an eloquent one against race prejudice which scriptwriters James Warner Bellah and William Goldbeck have wisely underplayed. Few direct statements are made about it; instead it is implied in the action of the film. The story is based, incidentally, on a true incident.

In short, "Sergeant Rutledge" has almost everything, including a prairie ballad called "Captain Buffalo," stirringly sung in one episode by the Negro troops.

It also has some swell acting with most of the players members of the Ford "stock company." Jeffrey Hunter, who gave the best performance of his career in Ford's "The Searchers," tops even that with his fine work here as the conscientious defense lawyer while Constance Towers, who failed to impress in "The Horse Soldiers," is surprisingly spirited and attractive in the role of the girl Hunter loves. As Sergeant Rutledge, Woody Strobe is wonderful—tall, proud and impassive until the big emotional scene in which he defends himself "as a man and not a swamp nigger." Billie Burke is hilarious as the absent-minded witness, and Carleton Young snarls and sneers in the grand manner as the prosecutor. Others who stand out include Juano Hernandez, Willis Bouchey, and Mae Marsh.

Patrick Ford and Goldbeck produced this John Ford Production, in which one of the screen's supreme talents is again at the top of his form.

Running time, 111 minutes. General classification. Release, in May.

RICHARD GERTNER

'Windjammer' in Albany

HOLLYWOOD, April 7. – "Windjammer," National Theatres and Television feature in Cinemiracle, is scheduled to open in the new Hellman Theatre in Albany on May 25, it was announced by William Shelton, domestic sales manager. This is the first hard-ticket engagement booked in the new theatre.

National Pre-Selling

"SEVENTEEN" goes Hollywood in the May issue. The entire editorial section will be devoted to picture making.

Rock Hudson will be the cover man. Entertaining background stories of Tony Curtis, Gregory Peck, Kirk Douglas, Anthony Perkins, Paul Newman, Jack Lemmon, Robert Wagner and David Niven will appear along with specially made photos of these stars.

Many new films in which these stars appear are being readied for release. Among them are "The Rat Race," "Who Was That Lady?," "Psycho," "The Apartment," "Please Don't Eat the Daisies," "The Guns of Navarone," "Spartacus," and "All The Fine Young Cannibals."

Edwin Miller has written a profile of Jane Fonda for this issue. She is starred in "Tall Story" which is having its premiere at RKO's Palace in New York.

●

Marlon Brando, star, director and producer of "One Eyed Jacks," dominates the front cover of "Life's" April 4 issue.

Brando says "directing gives him deep personal satisfaction." The readers of "Life" have an opportunity to see eight pages of photo in which Brando is directing a mixed cast of youngsters and old pros, in the same issue.

"Think," Brando shouted to extras about to witness a man being flogged, "think of the horrible things in your own true lives, and the camera will photograph the horror in your faces." He stared at their amiable faces for a moment, then shouted again, "and besides there is a $300 bonus for the man who manages to look most horrified."

●

Elizabeth Taylor, whose excellent performance in "Suddenly, Last Summer," earned her an Academy Award nomination, is on the brilliantly hued cover of "Look's" April 12 issue. Bill Davidson has prepared a penetrating profile of Elizabeth for the same issue. This article is illustrated in part by a portrait photo of the star made up by Richard Avedon.

Joseph Mankiewicz, director of "Suddenly Last Summer," says Elizabeth Taylor is "close to being the greatest actress in the world, so far she has done it mostly by instinct."

●

A photo of Shirley MacLaine, Frank Sinatra and Maurice Chevalier illustrates the upbeat review of "Can-Can" in the April issue of "Good Housekeeping."

●

"The Unforgiven," starring Audrey Hepburn, Burt Lancaster, and Dorothy Gish, was awarded the "Parent's" magazine special merit medal for April.

WALTER HAAS

QUIGLEY PUBLICATIONS

In the World-Wide Service of the American Motion Picture Industry

Motion Picture Herald

Foremost weekly of the American motion picture industry. Founded 1915. Includes as monthly sections: BETTER THEATRES, devoted to theatre equipment, design and physical operation . . . BETTER REFRESHMENT MERCHANDISING, devoted to theatre vending.

Motion Picture Daily

Providing spot news coverage of the industry. Correspondents throughout the U. S. and in major foreign countries of the free world.

Motion Picture Almanac

Who's-Who and statistical annual of the motion picture business, comprehensive for the U. S., international in purview.

Television Almanac

Who's-Who and statistical annual of the television industry—companion volume of Motion Picture Almanac.

Fame

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

87, NO. 69 NEW YORK, U.S.A., MONDAY, APRIL 11, 1960 TEN CENTS

ITORIAL

G—First Hurdle

By Sherwin Kane

E entire industry welcomes the
d of the Screen Actors Guild
ike which halted production at
major studios for a full month.
uable production time has been
while theatres here and abroad
increasingly concerned over cur-
production schedules and avail-
y of product.

mpt resumption of production on
few pictures which can be
d before the cameras immedi-
will help ease the situation.
theless, there will undoubtedly
period of attrition next fall or
r when those films which should
gone into production in March,
id not, will be missed on release
ules.

ere may be ways and means of
ing the shorter supply of re-
at that time, or before and
but the make-do never is quite
od as the well planned and prop-
executed program.

art from the inevitably tighter
supply, exhibitors will continue
concerned over producers' in-
ns as to disposal of their post-
libraries. Nub of the strike, that
ct is of almost equal concern to
men as is the resumption of pro-
on. Newer and better quality
in the hands of telecasters,
ed with the increasing activity in
ubscription television field, inevi-
will mean further diversion of
ublic from theatres.

e bright spot is the repeated as-
ns of most company presidents
hey have no present intention of
sing of their post-'48 libraries,
nly unforeseen occurrences could
about such action.

ther lessening the chances of a
f on any large scale are the new
ects of participations of the pro-
on guilds and unions in the pro-
. The sharing of such income,
ver the method prescribed, les-
he attraction of realizing on the
—and future—libraries' worth to

w that the actors are prepared to
n to work, the studios undoubted-
ill clear negotiations with the
n Directors, the striking Writers
when the time comes, the IATSE
unions.

the remaining negotiations con-

d above all, let work continue
erruptedly in the meantime.

Shooting Ready to Resume As SAG, AMPP Set Pact

Ratification at Guild Meeting on April 18 Will Officially End 32-Day Strike; Both Factions Pleased; Provisions Outlined

By SAMUEL D. BERNS

HOLLYWOOD, April 10.—The major studio producers have been given the green light to revive their production schedules, and some of the eight films that were interrupted by the strike of the Screen Actors Guild, called on March 7, can resume shooting immediately. Other pictures in the group may have some difficulty in starting up again because casts must be reassembled and other essential personnel must be called back to the studios.

An appeal will be made to the SAG by individual producers for assistance in juggling commitments in order to complete these films.

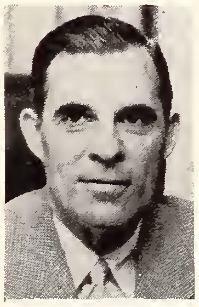
The industry here is breathing easier following receipt of word at 1:45 P.M. on Friday, after full committee meetings between the SAG and negotiators for the Association of Motion Picture Producers, that both factions had reached an agreement to terminate the 32-day walkout.

The strike, however, will not be

(*Continued on page 3*)

Video Ind. Th. Asks Franchise For Telemeter

Video Independent Theatres of Oklahoma City, sponsor of the 1957 Bartlesville, Okla., pay TV experiment, has applied to Paramount Pictures' International Telemeter for a franchise to use that pay TV system in a number of situations in three of the western states in which it operates.



Henry Griffing

Announcement of the move was made by Henry Griffing, president of Video Independent, at a press conference here on Friday. Griffing had just concluded a study of the Telemeter op-

(*Continued on page 7*)

'String' Is Set for Markley Plan Release

By SIDNEY RECHETNIK

Columbia's "Man on a String," based on the Boris Morros autobiography, "My Ten Years as a Counter-picture" of the Markley Plan in pre-

(*Continued on page 2*)

Warner Sales Methods Are Scored by Allied

From THE DAILY Bureau

WASHINGTON, April 10.—Warner Brothers sales department is criticized in a bulletin issued here by the Emergency Defense Committee of Allied States Ass'n. for what it calls the department's "persistence in

(*Continued on page 7*)

Actors' Strike Could Prove Benefit To Industry, Fiscal Survey Concludes

The 32-day Hollywood actors' strike could prove to be a benefit to the industry, from the fiscal expert's viewpoint, at least, according to the current analysis of the industry by *The Value Line Investment Survey*. In fact, the *Survey* concludes, in this strangest of strikes in recent years, "both sides may win."

The shut-down gave the producers an opportunity to re-evaluate their entire employment requirements, the *Survey* observes, with the result that probably as many as 8,000 employees in non-acting classifications have been laid off. Many may never be rehired, it says.

In the Los Angeles area, the industry employed a minimum of 25,000 persons in February, the *Survey* says, and terms it an illustration of the "impractically large payroll with which Hollywood is chronically burdened."

It cites a Security First National Bank of Los Angeles study which gave the total motion picture payroll in the Los Angeles area as approximately $300,000,000 in 1959. "This compares," it says, "with $280,000,000 back in 1946 when Hollywood was riding the crest of a major boon. Against the fact that the 1959 revenues of the six major studios totaled

(*Continued on page 3*)

TELEVISION TODAY—Page 6

Telemeter Results to Be Available 'Soon'

Louis Novins, Telemeter president, said on Friday that the first financial reports on the Etobicoke, Ont., operation will be made available "at the proper time, perhaps in a few weeks."

Novins said the initial report has been deliberately held back because the start was so good it had been feared the figures woud give "a false picture."

Initial interest in Telemeter in Etobicoke was high and severe storms which coincided with its premiere kept subscribers at home and encouraged its use.

PERSONAL MENTION

SAMUEL GOLDWYN and MRS. GOLDWYN will return to New York from Europe today aboard the "United States."

•

JOSEPH FRIEDMAN, Paramount exploitation manager, returned to New York at the weekend from Chicago.

•

FRED J. McCONNELL, industry veteran now retired, and MRS. McCONNELL are celebrating their 50th wedding anniversary.

•

JOSEPH PASTERNAK, producer of M-G-M's "Please Don't Eat the Daisies," is in Boston today from the Coast, and will be in Washington tomorrow.

•

LINDA BUCHMAN, daughter of NAT BUCHMAN, head of Theatre Merchandising Corp., Cambridge, Mass., will be married there in June to LEE ALLEN, of Needham, Mass.

'King of Kings' Will Start in Three Weeks

Samuel Bronston, producer of the forthcoming motion picture, "King of Kings," announced at the weekend on his return from Madrid that the filming of the Super Technirama and Technicolor spectacle will begin within three weeks. Together with his director, Nicholas Ray, and writer Phillip Yordan, Bronston has been in Spain supervising the preliminary test and background shots and the selection of the vast corps of extras.

Following initial shooting at the Estudios Chamartin and Estudios Sevilla in Madrid, Bronston also will film sequences of his $5,000,000 production in Rome and the Holy Land. Bronston is currently testing young, new actors for the leading role in "King of Kings," the life of Christ.

check with..... national screen service for the best in SPECIAL TRAILERS

TELLING PLANS for "Man on a String": Boris Morros (left) and Jonas Rosenfield, Jr.

'String' Via Markley Plan

(Continued from page 1)

release saturation bookings in the South and Southwest from the end of April through the end of May. The feature, which is set for June release, spv," will be launched as a "project will be heralded with the special promotion accorded all Markley Plan "project pictures" in theatres of five circuits of the American Broadcasting-Paramount Theatres chain, operating under the supervision of AB-PT vice-president Sidney K. Markley, who instigated and developed the promotion plan bearing his name.

This was revealed at a trade press luncheon at the Columbia home office here Friday by Jonas Rosenfield, Jr., the company's vice-president in charge of advertising and publicity, and Morris, who will engage in an advance promotion tour for the picture from April 18 through May 20, and covering the cities of the five circuits involved—Interstate, Paramount-Gulf States, Florida States, Wilby-Kincey and Penn-Paramount, all associated with AB-PT.

Praised by Rosenfield

"The Markley Plan of merchandising on motion picture is an exciting experience in showmanship," said Rosenfield, who had just returned from Atlanta, where he attended a meeting of representatives of the five AB-PT circuits at which promotion plans for "Man on a String" were discussed. "These circuits are developing revolutionary promotion ideas which are too little recognized today by distribution and exhibition," said Rosenfield. The Columbia executive predicted that in the "foreseeable future," the plan would spread and "become the basis of theatre operations" throughout the United States. "The proper promotion of pictures lies in the Markley Plan," he declared.

The Markley Plan, as explained by Rosenfield, involves the selection of a group of "project pictures," usually three, by the heads of the five circuits in the South and Southwest associated with AB-PT. The pictures selected must have intrinsic merit for advertising and promotion. About one month before the pictures are to be distributed, the circuit representatives see the pictures, and each creates its own advertising, publicity and exploitation campaigns suitable for its particular area. The circuits' representatives meet and discuss the campaigns individually and collectively.

"I was immensely impressed with what this group came up with for our picture," Rosenfield said. "This degree of enthusiasm and activity on a local, grass roots theatre level can only benefit and uplift the standards of showmanship. It's like having 50 exploitation men working for your picture in a particular area."

When completed, the campaigns will be sent to Columbia and the company will package the material for availibility to other circuits playing "Man on a String," Rosenfield said.

Buys 'Fanatiques'

Purchase of "Les Fanatiques," a French film starring Pierre Fresnay, has been announced by Ben Sehrift, president of Medallion Pictures Corp. The sale was made by Marshall Schaeker. The film will be dubbed into English for release in the U.S.

Trans-Lux Earnings a $332,287 for 1959

Consolidated earnings of Trans- Corp. and its subsidiary companie the year ended Dec. 31, 1959, $332,287, it was reported at the w end by Percival E. Furber, chair of the board and president.

At the same time he disclosed theatre operations for the year "satisfactory." Trans-Lux Theatres quired the Playhouse Theatre Washington, D. C., last year, brin the number of its operations the three. In all, the division presently erates ten theatres, of which eigh first-run, one a subsequent run, one a newsreel house. If possible, ther acquisitions may be made, ber said.

Trans-Lux Distributing Corp. Trans-Lux Pictures Corp. had "o their best years in 1959," it was p ed out. This resulted mainly from tribution of the French film, Case of Dr. Laurent."

A successful year was also enj by Trans-Lux Television Corp., w entered the production field wi new series of 260 "Felix the Cat" toons. Some 100 of these are pleted, and contracts to date amo ing to $2,000,000 have already written. During 1959, $240,71 this amount was received.

Television production is to be ited to the children's field and educational field, Furber said, " matter of policy."

Stock Is Returned

In keeping with the plan instit some years ago the company re to the treasury another 5,000 s of common stock last year. The was acquired on the open ma Since 1933, when 785,160 shares outstanding, at intervals, 230 shares have been acquired and pl in the treasury. There are now 900 shares of common stock is and outstanding.

Oral Arguments Beg Today in TV Trial

Oral arguments for dismissal of government's "block-booking" against six film and television co nies will be presented today in York Federal Court, beginning fifth week of trial.

The government Friday compl presentation of its case against C Super Corp., National Telefilm As ates, Screen Gems, Associated A Productions, United Artists Loew's, Inc. (M-G-M). The def ants are charged with selling films to TV stations in violatio anti-trust laws.

Following today's arguments, J Archie O. Dawson is expected to journ the court until next Mon April 18, at which time he will down a ruling.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bu Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Burea Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7- Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galla Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies.

uild's Pact

(Continued from page 1)

ly ended until the AMPP board
ne SAG membership have re-
l and approved the terms and
mendations of the negotiators.
AG members will convene on
18 at the Palladium Ballroom
o study the terms and vote on
d of the strike. A mail referen-
; planned by the SAG to obtain
ition of the terms.

'Majors Are Here to Stay'

stioned by the press on future
of the major companies, Charles
en, executive vice-president of
MPP, and chief spokesman for
producers at the negotiations

e majors are here to stay. They
he knowledge, equipment and
ence. The independents will al-
have to depend on the majors."
en commended both negotiating
is for their patience and equa-
in dealing with the problems of
tlement on the terms of the new
ct, which will be dated April 13.

Joint Statement Issued

joint statement issued by Ron-
eagan, president of the SAG;
. Dales, national executive sec-
of the SAG, and Boren, for the
, in which they announced that
ad successfully concluded nego-
s for a new three-year contract,
ree officials declared:

r agreement is the result of
commodations of both parties,
er to settle the strike now and
the return of thousands of in-
workers to their jobs. For ex-
, the producers gave up, for
ontract, their position of non-
nt for exhibition on free tele-
of theatrical films which have
urned their cost."

Provisions Outlined

ijor provisions of the new
nent are:

A pension plan for actors with
oducers paying as a part-serv-
edit a total of $2,250,000 in 10
installments over the next 10
under Internal Revenue Depart-
regulations. The actors have not
a part of the industry pension
which has been in effect since

A health and welfare fund for
with the producers making an
payment of $375,000 to estab-
ie fund.

To maintain the pension and
and welfare fund, the produ-
re to pay on work done after
y 31, 1960 an amount equal to
cent of actors salaries up to a
ium of $100,000 per actor per
e.

With respect to free television
tion of theatrical pictures start-
er Jan. 31, 1960 the producer
ay 6 per cent of the producer's
ts after deducting 40 per cent
istribution expenses when pic-
are released under a distribution
ct. The deduction is reduced to 10 per cent in the case of outright sale to television. There will be no additional payments to actors for the televising of theatrical pictures made between Aug. 1, 1948 and Jan. 31, 1960.

(5) The contract covers the production of theatrical motion pictures including pay-TV. In the event that pay-TV has become a reality and has had a material impact on the theatrical box office, provision is made for reopening the contract on minimum wage rates only in the final year of the contract.

(6) Among increases in salary minimums for all classifications of players are the following: day players, up from $90 to $100; weekly free-lance players up from $300 to $350 weekly; stunt men up from $90 to $100.

(7) The contract provides a number of improvements in working conditions.

Walkout Started in March

The strike started on March 7, and affected some 5,000 studio workers at M-G-M, Paramount, Columbia, 20th Century-Fox and Warner Brothers. United Artists was not affected because it is a distribution, not a producing company. Allied Artists and the Disney organization were also affected. Universal made a separate deal with the SAG, as did a number of the independents, most of whom release through United Artists.

Eight pictures were in production and work was halted when strike started. An estimated 20-25 additional pictures would have gone into work during the period of the stoppage, including shooting and those in preparation. Most companies acquired independent and imported pictures to take up the slack in their release schedules, and may revise release dates to overcome gaps which may arise later.

Residuals Major Issue

Major issue was the post-48 residuals, on which both sides were adamant, but the pension fund loomed large also in the negotiations. Wages and working conditions less so.

Still on strike is the Screen Writers Guild, begun Jan. 16, and still to be negotiated with is the Screen Directors Guild.

Future of Industry Was at Stake in Strike, Johnston Says, Hailing Pact

From THE DAILY Bureau

WASHINGTON, April 10.—The future of the American motion picture was at stake in the Screen Actors Guild strike which was settled Friday, Eric Johnston, president of the Motion Picture Association, said today in a statement commending the negotiators on both sides on their successful efforts to arrive at an agreement.

Eric Johnston

Following is the Johnston statement in full.

"A most difficult situation has been resolved, and it has been resolved because the actors and the companies that operate the studios have demonstrated once more their belief in the motion picture and their realization of its importance.

"I want particularly to congratulate Ronnie Reagan, Jack Dales, Charlie Boren and those associated with them who actively carried on the negotiations and have now brought them to a successful conclusion.

"They have done this with wisdom, with courage, with patience, with farsightedness and with exceptional skill. It is never easy to negotiate in the midst of a strike. That the two groups have accomplished it so well is a genuine tribute to them.

'Far More Than a Settlement'

"The conclusion is far more than a settlement of differences between actors and studios, or between any other groups in Hollywood.

"What was at stake, in essence, was the future of the American motion picture. Since the war this industry has undergone tremendous competitive pressures that have substantially altered the face of the business.

"These pressures and these changes have by no means overwhelmed us, but they do require of us greater efforts, greater harmony, and greater unity in action than ever before.

Cites 'Vital Place' of Films

"The motion picture occupies a vital place in America and in the world. In foreign lands it is a welcome ambassador of good will from the United States. Its position needs to be strengthened and not weakened.

"The major studios are the indispensable element in motion picture production. They provide the great employment. They provide the skills and talents. They provide the facilities and the financing. They are indeed Hollywood. When they close Hollywood closes.

"So it is vital to the motion picture industry for the studios to be open and in production. No other form of production activity can take their place.

Sees World-wide Effect

"With the strike concluded and the studios reopening, Hollywood can return to work, resume the business of producing the pictures that will strengthen and advance the industry and assure its future and the future of those in it, from Hollywood to the farthermost theatre overseas.

"And the studios will again be providing thousands of jobs and by their activities will be contributing significantly to the economy of California and the nation."

Allied Says 'Ben-Hur' In 35mm Set for June

From THE DAILY Bureau

WASHINGTON, April 10. — MGM will have 35mm prints of "Ben-Hur" available in May and early June dates are being taken in some situations, according to a bulletin issued at the weekend by the Emergency Defense Committee of Allied States Ass'n. EDC urges that exhibitors be "alert to protect their regular 35mm availability" by requesting playdates at once.

At its recent meeting in Chicago the board of directors of national Allied passed a resolution congratulating MGM for making "Ben-Hur" available in 35mm in May.

Strike Benefit

(Continued from page 1)

less than $650 million, the $300 million figure must be considered exceptionally and perhaps uneconomically, high."

It asserts that payroll savings of as much as $25 million annually can conceivably be achieved by the major studios through reduction of non-acting personnel, "enough to add three to four percentage points to their composite pre-tax profit margins."

As for the Screen Actors Guild, the Survey says, it may profit from a "small share" of the proceeds from post-1948 films sold to TV, but that would mean little "to either side" for some time because the post-'48 films "are not likely to be made available to the broadcasters for many years."

Fears Fall Shortage

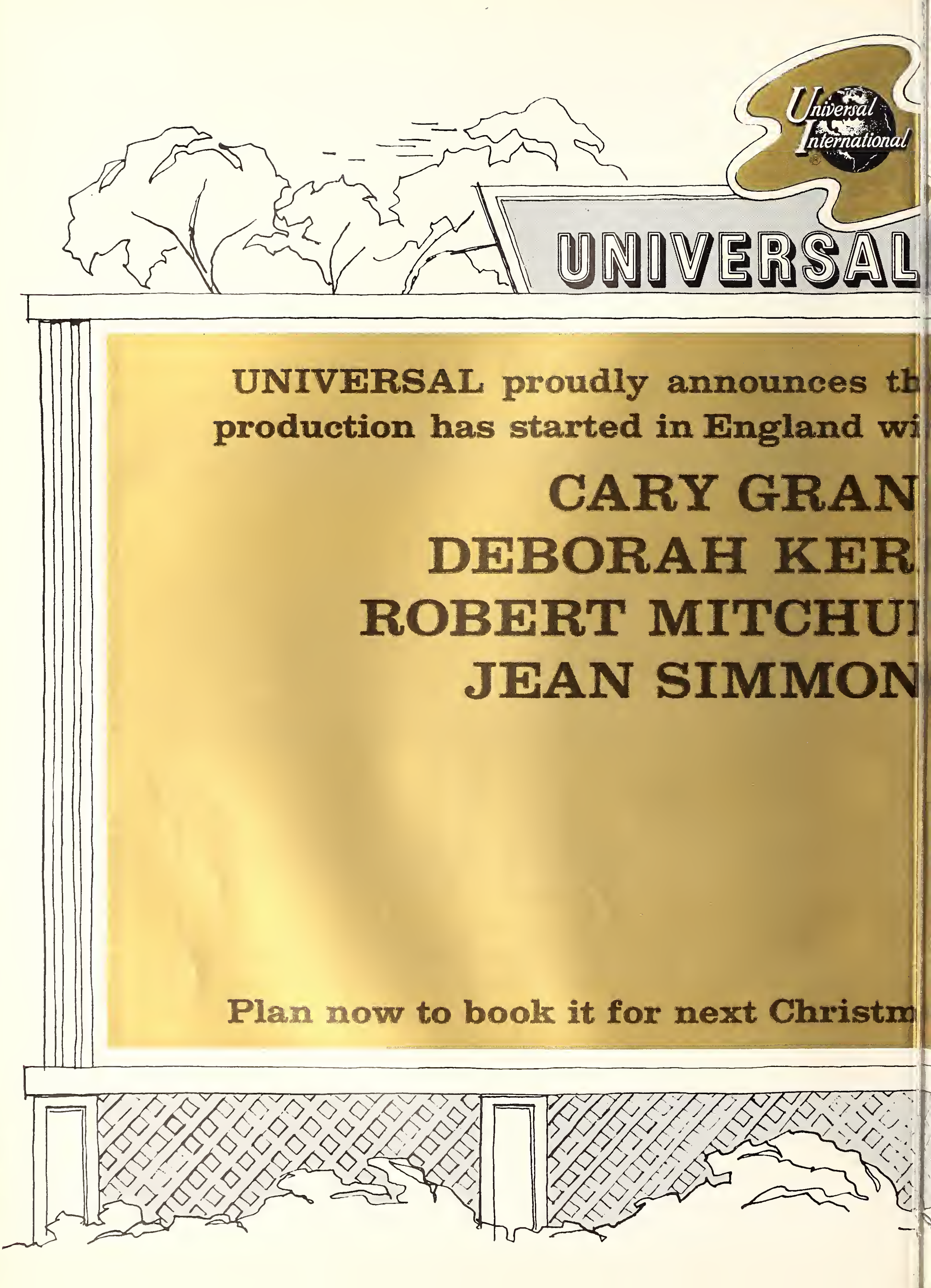
It continues:

"The suspension of production may create a shortage of new films for release next fall. If so, the Value Line Survey thinks that the producers will probably re-issue some of their best productions of a few years ago. Since these films have been amortized, most of the revenue derived therefrom after distribution costs would flow directly to pre-tax income. While reissues would not pull as well as new hits at the box office, they could help minimize the drop in earnings this year.

"Although the shut-down in Hollywood may have darkened near-term financial prospects somewhat, the fundamental changes it will probably provide," The Value Line Investment Survey concludes, should add up to wider profit margins in future years for the producing motion picture companies.

'Can-Can' Tokyo Switch

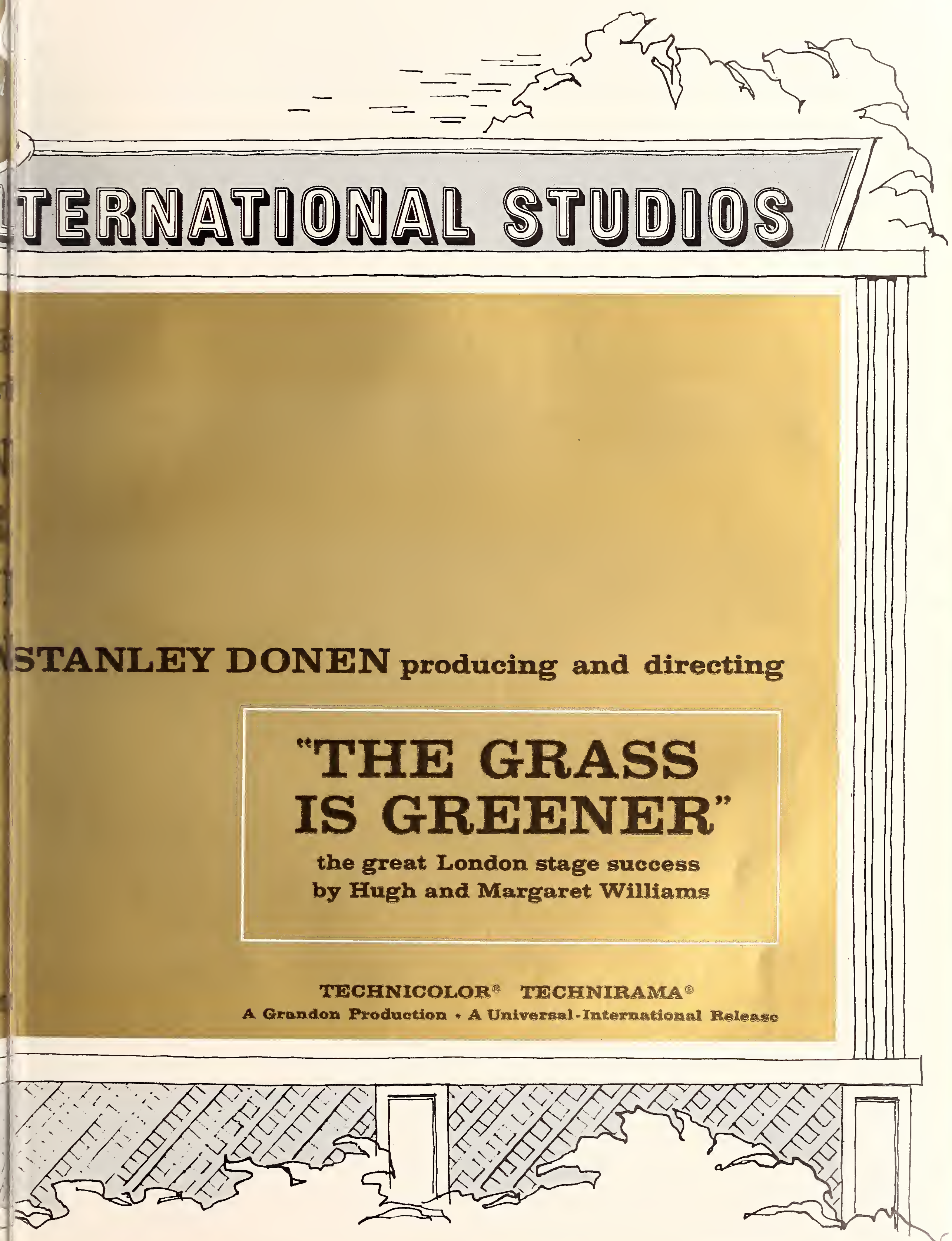
The premiere of "Can-Can," in Todd-AO at the Piccadilly Theatre in Tokyo has been moved back from April 15 to the second week in June due to the "sensational" business being done by Buddy Adler's production of "South Pacific," it was reported by 20th International president, Murray Silverstone.


Universal International
UNIVERSAL

UNIVERSAL proudly announces th
production has started in England wi

CARY GRAN
DEBORAH KER
ROBERT MITCHU
JEAN SIMMON

Plan now to book it for next Christm



STANLEY DONEN producing and directing

"THE GRASS IS GREENER"

the great London stage success
by Hugh and Margaret Williams

TECHNICOLOR® TECHNIRAMA®
A Grandon Production • A Universal-International Release

Television Today

New FCC Head Stresses Broadcasting Obligations to Public at NAB Meeting

Special to THE DAILY

CHICAGO, April 10.—General encouragement on future prospects of the broadcasting industry but uncertain answers to some important questions about it highlighted the annual convention of the National Association of Broadcasters which met here last week.

Almost 3,000 persons from all areas of the broadcasting industry converged on NAB's 38th annual convention held at the Conrad Hilton Hotel. Many of them came specifically to hear Frederick W. Ford, newly-appointed chairman of the Federal Communications Commission who called upon broadcasters to operate in the public interest "rather than risk the imposition of restrictive measures."

Cites 'Certain Obligations'

Ford, who succeeded John W. Doerfer less than four weeks ago, said the law imposes upon the broadcaster "certain obligations which cannot be sidetracked by, or subordinated to, the business aspects" or dollars-and-cents "point of view." Although broadcasters could not be sure what they faced under Ford's chairmanship, his speech implied that he had strong views on operating in the public interest.

"I fail to see," he said, "how an operation can be in the interest of the public when such requests for time are consistently ignored or turned down because of disruption to the commercial schedule."

Has Word for Local Groups

Ford added that stations not only should make time available but also should encourage local groups to make use of the station's facilities. The chairman stated he was reluctant to speak to broadcasters about program content, but that public comment and complaints about violence on TV compelled him to bring up the subject.

Many broadcasters at the convention were disappointed that Ford's speech did not lessen their concern about the FCC's recent public notice on interpretation of Section 317 of the Communications Act, which deals with sponsorship identification. The notice said a station must identify the source of any free phonograph recording that it plays.

Presented on Forum Session

A day later, however, the problem was aired during a question-and-answer session with FCC commissioners. All the commissioners did not have similar answers to the same question. When a broadcaster asked specifically when a station must identify a free record, Robert T. Bartley said "at the time of broadcast."

But Ford said an announcement should be made "once each hour under commission rules."

T. A. M. Craven, another commissioner, said he thought stations should "not impose on the public numerous announcements every time a record was played." This statement drew applause and even some cheering.

Ford freely admitted there were some "uncertainties" in the proposed rule. He defended the FCC's stand, but also seemed to leave the door open by saying he believed the interpretation of Section 317 was correct "at this time."

Queried on 'Nominal Charge'

The proposed rule also says that a station receiving a record at a "nominal charge" must make an announcement accordingly. When Ford was asked what constituted a "nominal charge," he replied, "It all depends on the circumstances."

The chairman said the purchase of a record at an ordinary trade discount would not imply sham or subterfuge, but that the buying of 200 records at one cent each certainly would be a nominal charge.

A source of major concern for stations is the problem of determining which records in their libraries were received free and which were bought. Ford relieved the concern by saying: "You have to look at these things in a practical way. If you cannot determine if your library was free or not, the FCC can't. I think the FCC would look at it in a practical way and not be too concerned about existing libraries."

Commissioner Hyde a Speaker

Commissioner Rosel H. Hyde said the purpose of Section 317 was to "make sure that the listener is informed of the identity of persons trying to sell a bill of goods."

The convention keynote speaker, Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., charged that the "pursuit of stability and reasonable properity" in his industry "has taken on the character of guerrilla warfare, rather than hard-hitting constructive competition." McCollough received the NAB's Distinguished Service Award.

"Quiz rigging and payola per se are not the major shortcomings with which we must contend," he said. Some of the underlying ills, he added, were "rate manipulation, trade deals, downgrading the competition in our own media and kindred activities."

He implied that a portion of the "new order of confusion" probably was a result of the large number of newcomers to broadcasting in the last 15 years. He declared he had heard remarks about "Johnny come latelys." This influx, he said, amounted to a "vast homesteading rush on to the reservation which for so long a time has been a more or less private reserve."

Calls for Self-Inspection

McCollough called for intensive self-inspection to cure broadcasting's ills.

"Until we cure them—and we can only cure them individually, not in concert—we run the risk of loss of advertiser confidence. More disturbing than that, however, is the greater peril of attracting to our industry the charlatans, the deal-makers, the unprincipled who, by attrition through the years, can destroy confidence of the public itself."

McCollough praised such broadcasting veterans as Chuck Myer, Al McCosker, Johnny Gillin, Arthur Church, Harold Ryan, Harry Shaw, Dean Aylesworth, Ed Klauber, Don Lee, Joe Maland, Edgar Bill, Gene O'Fallan and Paul Keston.

Commissioner Cross Heard

Other problems relating to broadcasting cropped up at convention sessions. FCC Commissioner John S. Cross said the industry should decide for itself whether or not the radio and television industries should set up their own service organization to determine audience reaction to programs.

When asked about the future of ultra high frequency television, Ford replied: "I don't know. It is one of five or six alteratives in the allocations picture."

Craven said the future of UHF depends on "economics, technical improvements, and the decision of receiver manufacturers" as to whether they will make sets to receive UHF. Hyde said that present FCC policy provides for the use of UHF by TV and until there is a change in policy, this must be made clear. Ford said he agreed.

Stanton Eulogizes Fellows

In another speech, Dr. Frank Stanton, president of the Columbia Broadcasting System, delivered a eulogy of Harold E. Fellows, president of the NAB, who died last month. Stanton said that broadcasting never had a more effective, more respected or more diligent ambassador than Fellows.

Nicholson Sees Full Playoff in 60-90 Day

From THE DAILY Bureau

HOLLYWOOD, April 10. — A ture can receive maximum liquid from 60 to 90 days of its releas was revealed in a press conferenc American - International Pictures dios today by AIP president J Nicholson, and Samuel Arkoff, company's vice-president.

AIP's current and future pro can achieve 95 per cent playoff i first 90-days of release, Nich stated, and pointed out that "Go and the Barbarians" which has ra up 14,000 domestic contracts for company, earning more in its firs days of release with 95 per saturation playoff than the com did in its entire first year of bus years ago. "The Angry Red Pl will have hit 90 per cent playo its first three months of release added.

Nicholson called attention fu to exhibitors' confidence in AIP's record of box office pictures with b ings already set in 51 per cent of key situations throughout the co on "Circus of Horrors," starting 11, without having seen the film

Reporting on AIP's future pro plans, and announcing that gross revenue for the first quart 1960 showed an increase of 102 cent over the same period last Nicholson said that "Ali Baba an Seven Wonders of the World" wi the company's most ambitious pr in 1961.

AIP's schedule for remainde 1960 will include a lineup of 12 to be released in an orderly fas and will include: "The Angry Planet"; "Circus of Horrors"; breakers"; "Why Must I Die"; "H of Usher"; "Konga"; "Male and male"; "Journey to the 7th Pla "Gateway to Gaza"; "Eve and Serpent"; Jules Verne's "Maste the World"; and "Goliath and Dragon."

To Plan Benjamin F At April 19 Recepti

The four co-chairmen of the deis University dinner honoring ert S. Benjamin, United Artists chairman, will be hosts at coc reception at "21" on April 19 will be attended by leaders o radio and television broadcastin dustries, motion pictures, the th cal and entertainment fields, publishing world and allied indu Plans will be made at the coc reception for sale of tickets fo dinner honoring Benjamin, whic be held in the Sert Room of the dorf-Astoria on Tuesday, June 7, ing funds for Brandeis Universit

Hosts at the cocktail-receptio co-chairmen of the dinner are B Balaban, president of Paramoun tures; Louis Nizer, senior part the law firm of Phillips, Nizer, I min, Krim and Ballon; Abe Schn president of Columbia Pictures Spyros Skouras, president of 20th tury-Fox.

Griffing Didn't
se Zenith's Pay-TV

ed at his press conference here day why he chose Telemeter's V system rather than Zenith vision, which may be tested in rd, Conn., later, Henry Grif- resident of Video Independent es, said the main reason was Zenith's over-the-air system is l to a single channel, whereas eter can employ multi-channels. lemeter," he said, "answers all problems in subscription televi- at I know exist."

elemeter

(Continued from page 1)

at Etobicoke, Ont., and ex- l himself as completely satisfied hat he had seen.

le there appeared to be no rea- believe that franchises would awarded to Video Independent, was no indication when the first eter operation under its con- ould begin. The main problem, clear, is the manufacture of lemeter attachments, which are rt supply.

ing said Video Independent is ed to go ahead, not only in ville but also in several other ons where it operates commu- ntenna TV systems, as rapidly emeter can provide the attach-

explained that the coaxial cables were installed for Video Inde- nt's 14 community television s in five states—Kansas, Okla- Texas, Mississippi and Florida l be used for Telemeter opera-

fith said Telemeter is unable to m when he can expect delivery attachments for subscribers' This was borne out by Louis , Telemeter president, who at- l the press conference.

rring to the Bartlesville Tele- experiment conducted by his ny, Griffing said he does not of it as a "failure." Although s unsuccessful financially, he 'we had more subscribers the e closed than at any time during its operation. There was not a month during the test that the number of bona fide subscribers did not increase."

Griffing explained that Video Independent's first interest in pay TV was as a means of recapturing its theatres' lost patronage.

"We had lost our audiences not only to TV but also to changing conditions—the trend away from traveling 'downtown' for amusements and shopping, and the growing custom of spending more time at home. We felt we could best make customers of the older generation and the younger one with small children, both of whom we'd lost, by making entertainment convenient for them."

He said Video Independent had built the Bartlesville co-axial cable system for $100,000 under contract to Southwest Bell Telephone and leased it back for the 1957 test. It does not cover the entire town of about 30,000 population.

He noted that Telemeter developments now make it possible for a single amplifier to do the work for which 50 to 60 were required in Bartlesville three years ago.

He said he believes the entertainment industry and the American people "owe a great debt of gratitude to Barney Balaban and Paramount Pictures for having the vision and the courage to invest time, talent and substantial sums of money to bring this new communications and entertainment system into being."

"We are in the business of selling entertainment. Our job is to deliver entertainment to the public through whatever medium they prefer," he said.

Video Independent operates about 200 theatres in Oklahoma, New Mexico and Texas.

Telemeter in on
etitive Bidding

ed if he anticipated any diffi- n obtaining films for a Teleme- erations in the competitive situ- in which it may be introduced eo Independent Theatres, Henry g told a press conference on that " It has been my experi- at a distributor will sell where realize the most money."

hink," he amplified, "the high- lder will get the pictures, or ior run, whether its Telemeter heatre."

REVIEW:

Man On A String

Columbia

The Story of film producer Boris Morros' 10 amazing years as an American counterspy on both sides of the Iron Curtain is told in part against interesting European backgrounds in "Man on a String," produced by Louis de Rochemont. Morros' name has been changed in the picture, but the credits state that the film was adapted from the book "Ten Years a Counterspy," which Morros wrote in collaboration with Charles Samuels. For years, Morros, a naturalized American of Russian birth, daily ran the risks of death and treachery. And, because events described in this picture are factual as well as hearsay, credibility and more than passing interest are assured.

Ernest Borgnine plays Morros, or Mitrov, who falls into the Soviet spy trap in order to pay off the Kremlin for allowing his father to come to the United States. Before he knows quite what's happening, Mitrov is in deep with the American Central Bureau of Intelligence. Told he faces treason charges, Mitrov agrees to a CBI offer to pose as a Russian agent and, in this pursuit, he is sent to West Berlin, ostensibly to make films for the U.S. government.

He flits back and forth between East and West Berlin, gathering important information for America. Then, because he inspires the confidence of Soviet agents who think he is working for them, Mitrov is flown to Moscow to take special courses in spying and espionage. Ed Prentiss, an American communist who with his wife Colleen Dewhurst has fled to Russia for asylum, points the finger at Mitrov. Miss Dewhurst earlier had had an affair with Alexander Scourby, chief of Russian espionage in North America, and Mitrov is implicated in the scandal because of his past association with Scourby.

Fearing for his life, Mitrov flies back to East Berlin and just manages to escape from there—bound in handcuffs clapped on him by a communist policeman he later murders—to the West sector of the city and freedom. At the very end, communist snipers try to assassinate him but all Mitrov loses is his breath. He returns to America and his father, presumably through with the spying service and now vindicated.

Director Andre de Toth and screen writers John Kafka and Virginia Shaler administer heavy cloak-and-dagger doses to the picture. Code words, special telegrams, a cigarette lighter which ejects cyanide bullets, a chase through the rubble of East Berlin, sealed orders—these are part of the picture's scheme. Also used is some unusually relaxing footage of Moscow which shows the Russian people at work and at play, riding their subway and queueing up at the Lenin-Stalin memorial. Especially interesting are the scenes inside Moscow University, now the tallest structure in Europe. George Duning's music for the film is conducted by Morris Stoloff.

Running time, 92 minutes. General classification. Release, in May.

Saul Ostrove

Allied Hits

(Continued from page 1)

holding to antiquated policies of distribution."

Specifically attacked by EDC is the "showcase method" of distribution which it charges Warners employs. This method is defined as "built on the principle of slowing down the flow of pictures into the market by giving the large first-run city theatre protection—special beneficial film terms and advertising allowances—over hundreds of other theatres in the area."

EDC says further, "holding to the showcase theory results often in many areas, because of the backlog of pictures in the showcase, of a picture missing the height of its national penetration."

Refuse Modification of Texas Theatre Judgment

Special to THE DAILY

HOUSTON, Tex., April 10.—Judge Joe Ingraham, United States District Judge here, has ruled that he will dismiss the petition of I. B. Adelman to modify a 1955 judgment so as to obtain by injunction the right for his suburban Delman Theatre to compete for first run films against Loew's State, Metropolitan and Majestic Theatres in Houston.

The 1955 judgment denied him the right to compete against the three big houses but granted him the right to compete against the Kirby Theatre. Adelman's present petition was filed after the Kirby closed.

BEAUTIFUL
HOME
AVAILABLE
!

Television executive who has been transferred to Beverly Hills has colonial showplace for sale in Fieldstone, located within 25-minute drive to Manhattan. Home is extremely comfortable spacious and conveniently located to wonderful schools. Has four bedrooms including master suite of living room and bedroom, den, large living-room with fireplace, servant's quarters. Here is an unusual opportunity to buy a home of which the buyer can be proud.

Contact James Broderick, Kingsbridge 9-9100 immediately. Seller will be in New York during week of April 11 to meet with prospective buyers.

Buena Vista

proudly announces

The World Premiere Presentation

-soon-

The Radio City Music Hall

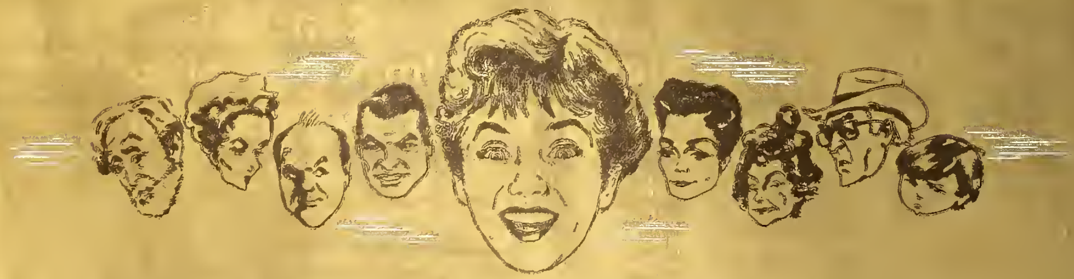
SHOWPLACE OF THE NATION

of

WALT DISNEY'S

POLLYANNA

TECHNICOLOR®



. . . and
Present

JANE WYMAN · RICHARD EGAN · KARL MALDEN · NANCY OLSON · ADOLPHE MENJOU · DONALD CRISP · AGNES MOOREHEAD · KEVIN CORCORAN · HAYLE MIL

as
"POLLYA

Written for the Screen and Directed by DAVID SWIFT • Based on the novel by ELEANOR H. PORTER • Associate Producer GEORGE GOLITZIN

Released by BUENA VISTA Distribution Co., Inc. • ©WALT DISNEY PRODUCTIONS

FOR RELEASE IN PRINCIPAL CITIES THROUGHOUT THE NATION IN JULY

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

37, NO. 70 NEW YORK, U.S.A., TUESDAY, APRIL 12, 1960 TEN CENTS

for 9th Year

A Earnings r 1959 Hit ,111,004

Record Made Also Vord-Wide Revenues

ed Artists increased its annual nings in 1959 for the ninth con- e year, thus establishing a new high, it was announced yester- y Robert S. Benjamin, chair- nd Arthur B. Krim, president. earnings for 1959 climbed to 004 after provision for taxes, pared to $3,701,963 in 1958, an e of 11.05 per cent.

ew high also was set in 1959 rld-wide gross revenues, which l $95,068,285 compared to

(*Continued on page* 2)

. Release Output rted Up for 1959

eased release print output for ver 1958 was reported by the ood and London Technicolor ories, with encouraging prog- the new plant in Rome, accord- the first annual report released ay by John R. Clark, Jr., newly president and general manager hnicolor, Inc., and its wholly subsidiaries, for the fiscal year Dec. 26, 1959.

959 Technicolor's black and

(*Continued on page* 7)

g Without End' Is ked at Music Hall

g Without End," the story of Liszt in Cinemascope and color, ve its world premiere at the City Music Hall sometime this , it was announced yesterday e Jackter, vice president and sales manager of Columbia

(*Continued on page* 7)

Albany Diocesan Paper Says Johnston Has 'Blind Spots' on Classification

Special to THE DAILY

ALBANY, N. Y., April 11.—In an editorial titled "Look Again, Mr. Johnston," The Evangelist, official weekly publication of the Albany Catholic Diocese, declared, "Eric Johnston, president of the Motion Picture Association of America, gives evidence of blind spots on this obvious need"—that "Hollywood should be the place for some soul-searching in respect to trashy movies that have a demoralizing influence on youth"—, but "becomes very righteous in pointing up the responsibilities that rest with parents."

Referring to a statement Johnston

(*Continued on page* 6)

S-W 6-Month Net At $2,075,900

The consolidated operating profit of Stanley Warner Corp. for the six months ended Feb. 27 amounted to $2,075,900, it was announced yesterday by S. H. Fabian, president. This is equivalent to $1.02 per share on the outstanding common stock. The consolidated operating profit for the same period last year was $2,253,700, equivalent to $1.11 per share.

During the 1960 period there was credited direct to earned surplus a net profit of $24,800 arising from un-

(*Continued on page* 2)

Franken Heads NT&T's Advertising-Publicity

From THE DAILY Bureau

LOS ANGELES, April 11. — Jerry Franken has been named executive director of advertising, publicity and promotion of National Theatres and Television, Inc., with responsibility for all activities in these areas for the company and its subsidiaries, it was

(*Continued on page* 3)

Audience Younger But More Mature, Jurow Say

Tennessee Williams is as potent a name at the box office as that of any of the stars who have appeared in his pictures, Martin Jurow, co-producer of "The Fugitive Kind," reported at a trade press luncheon yesterday. Ju-

(*Continued on page* 7)

No Unemployment Pay For Fired Projectionist

Special to THE DAILY

DETROIT, April 11. — Setting a precedent that could have wide repercussions, city attorney David Newman, under a ruling by referee Wesleyan Voight, of the Michigan Unployment Security Commission, has handed down a decision in favor of

(*Continued on page* 2)

Divergent Views on Film Censorship Aired Over 'Small World' TV Program

By SIDNEY RECHETNIC

The issue of "movies and censorship" was interestingly discussed on "Small World" Sunday over the CBS-TV network in a four-way trans-oceanic panel that involved actress Deborah Kerr speaking from Switzerland, Msgr. John J. McClaferty, former executive director of the Legion of Decency, from Washington, and producer-director Otto Preminger, from Rome. Ed Murrow, moderator, appeared from Hong Kong.

Preminger labeled censorship as an "evil institution," and declared that the Supreme Court in several cases involving the movies had "ruled against censorship." The Monsignor pointed out that the Supreme Court had not "declared itself against cen-

(*Continued on page* 2)

Four Films Rolling

Production at 20th-Fox Will Resume Today

MGM and Columbia to Start Anew on 3 Shortly

From THE DAILY Bureau

HOLLYWOOD, April 11. — Production resumes at 20th Century-Fox tomorrow after the 33-day lull at seven major studios occasioned by the Screen Actors Guild strike.

Following the agreement for settlement of the strike reached last Friday, the SAG board of directors authorized members to return to work

(*Continued on page* 7)

Compo to Analyze Film Ad Treatment By Papers

A fact-finding study has been initiated through COMPO to develop an analysis of newspaper motion picture advertising practices on a national basis, it was announced yesterday by Jonas Rosenfield, chairman of the advertising practices Sub-Committee of

(*Continued on page* 7)

Col. Appeals Code Seal Refusal to 'Take Candy'

The Production Code Review Board will meet on April 21 to hear an appeal on Columbia's picture, "Never Take Candy from a Stranger."

The Production Code Administration withheld a seal from this picture under the section of the code that prohibits sex perversion or any inference of it.

The Production Code Review Board membership includes exhibitor and independent producer representatives in addition to members of the Motion Picture Association board.

Pathé LABORATORIES, INC.
NEW YORK AND HOLLYWOOD
• • • •
Complete facilities for every film need in black and white or color

PERSONAL MENTION

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, will return to New York today following a trip to Chicago, St. Louis, Philadelphia and Washington.

•

JOSEPH L. MANKIEWICZ, producer-director of the forthcoming "John Brown's Body" for 20th Century-Fox, has returned to Hollywood from New York.

•

DAN FRANKEL, president of Zenith International Films, and SYLVAIN GOLDMUNTZ, vice-president, have returned to New York from the Coast.

•

WILLIAM WYLER, director of "Ben-Hur," will leave here on April 25 with MRS. WYLER for France, Italy and Spain.

•

BETTY ADLER, vice-president of Ben Adler Advertising Service, has returned to her duties here following surgery.

•

ROBERT MONTGOMERY, producer-director of "The Gallant Hours" for United Artists, has returned to New York from Europe.

•

ALAN JAY LERNER, collaborator with Frederick Loewe on "My Fair Lady" and the forthcoming "Camelot," has left New York with MRS. LERNER for Paris.

Stanley Warner Net

(Continued from page 1)

usual dispositions of property and other assets. For the corresponding period last year extraordinary non-operating losses of $109,500 were charged to earned surplus.

Theatre admissions, merchandise sales and other income in the first half amounted to $63,521,500, as compared with similar income of $61,881,500 for the same period last year. The consolidated operating profit for the quarter ended Feb. 27, 1960, was $865,400, equivalent to 43c per share. The profit for the corresponding period one year ago was $1,074,000, equivalent to 53c per share.

Theatre admissions, merchandise sales and other income for the latest quarter amounted to $31,249,065, compared with $31,181,733 last year. Expenses were $29,838,600, against $28,982,697.

Fabian stated that certain non-recurring expenses were incurred in the first six months of the current fiscal year arising from the introduction of new styles of foundation garments and large promotional expenses.

UA Earnings

(Continued from page 1)

$84,072,467 in 1958, showing an increase for the ninth successive year.

The 1959 earnings per share on total capital stock of 1,664,218 shares outstanding at year end were $2.47. The comparative earnings per share for 1958, adjusted to the number of shares outstanding at the close of 1959, were $2.22.

Hear Dismissal Pleas In TV 'Block-Booking'

Motions by all defendants for dismissal of the government's "block-booking" case against six film and TV companies were heard yesterday in New York Federal Court. This customary action followed conclusion of four weeks of the case presented by the Department of Justice anti-trust division against C & C Super Corp., Associated Artists Productions, National Telefilm Associates, Screen Gems, United Artists and Loew's, Inc. (M-G-M).

The court will stand adjourned until next Monday by which time Judge Archie O. Dawson will have ruled on the motions. If defense pleas are rejected, trial will resume immediately. The government charges the defendants with "block-booking" their old theatre pictures to TV in violation of anti-trust laws.

No Unemployment Pay

(Continued from page 1)

an exhibitor-plaintiff in denying the right of a projectionist to collect unemployment compensation. The operator was removed by the union for failing to follow the instructions of the theatre manager.

This is believed to be the first time such an application has been contested.

Another Newman case pending seeks to determine whether operators may file for unemployment when removed from a job by the union for any reason.

Teen-Agers Acting as Publicists for 'Young'

Teen-agers throughout the country will act as publicists for Drexel's "Because They're Young," a Columbia release, opening at over 300 playdates this week.

Columbia is sponsoring local contests, asking teen-agers to write in their ideas on how to publicize the Dick Clark-starrer in their local areas. Each youngster will be asked to submit one promotion suggestion and be able to carry out his idea on his own or with his friends. The contest will be judged by the playdate theatre representative and the Columbia field representative or exploiteer.

SPG Signs Contracts With Warners, Fox

The Screen Publicists Guild announced yesterday it has reached agreement with Warner Bros. and 20th Century-Fox on one-year contracts, providing increases in wages and minimums and other benefits. The Guild membership ratified the agreements at a meeting Friday night immediately prior to contract expiration.

The new one-year contract will bring about common SPC contract-expiration dates for Warner, 20th Fox and the other film companies. The The Guild's contracts with Columbia Pictures, Universal-International and Metro-Goldwyn-Mayer run until next year. Negotiations are continuing with United Artists, where the current contract will end next Tuesday, April 19.

The agreement with Warner Bros. provides for a minimum salary for senior publicists of $155 weekly with an automatic increase to $160 after six months of employment. Other new minimums are: publicist, $110; associate publicist, $80, and apprentice, $58.50, with an automatic increase to $68.60 after six months. Warner publicists also will receive an immediate across-the-board increase of $6 weekly and an additional average increase of $5 with the impending resumption of feature-film production in Hollywood.

Fox Minimums Listed

At 20th Century-Fox, the minimum salaries are: senior publicist $155; publicist, $110; associate publicist, $80, and apprentice, $58.50, with an automatic increase to $68.50 after six months. The agreement provides that all present senior publicists now earning $155 weekly will receive an increase to $160 on October 10, 1960, at which time the company will review the minimum with a view possibly to increasing it to $160.

Sinatra Fires Maltz As 'Slovik' Writer

From THE DAILY Bureau

HOLLYWOOD, April 11—Frank Sinatra has discharged Albert Maltz as screen writer for "The Execution of Private Slovik," the actor-producer announced here. The hiring of Maltz, one of Hollywood's "Unfriendly Ten" of 12 years ago, has been severely critized by the American Legion, the Hearst press, and individuals within the film industry.

AB-PT Dividends Voted

A second quarterly dividend of 25 cents per share was declared yesterday on the common and preferred stock of American Broadcasting-Paramount Theatres by the board of directors. Both dividends are payable June 15 to stockholders of record on May 20.

'Small Wor

(Continued from page 1

sorship *per se*," while Miss K
clared the "whole business of
ship was a difficult one."

Preminger scored the unoffici
sorship of pressure groups
U.S., and said despite the
of his picture, "The Moon Is
by both the industry's Pro
Code and the Legion of Decen
picture was a big success. I
he couldn't see anyone being
viewing this "harmless little co

Answered by Miss Kerr

Miss Kerr answered Pren
query as why a theme should
clared sinful on the screen and
the theatre?", by stating that
people were involved, and es
children." The clergyman sa
the "central issue is the right
between freedom and restrai
that "cognizance must be t
the impressionability of
people."

In agreeing with the Monsi
that point, Preminger said t
real problem was not touch
the danger of censorship is
tends to become "a political f
He said he exhorted exhibitor
ing adult films that he has
classify them as such in thei
tising, and then leave it to "
control" in keeping the youn
from viewing the picture.

Queried by Preminger

Preminger asked Msgr. M
whether he believed a grou
control others beyond its ow
bers. The Monsignor, who
clear that he was speaking
self and not for the Legion
cency, declared that a grou
communicate to its members
to the public at large. I
however, that voluntary
should exercise "persuasive"
than "coercive" measures. In
ing Preminger's charges t
Legion had suggested boy
theatres playing pictures they
objectionable to other pictu
ing at these theatres, the c
said he "knows of no contr
that extended for any length
He also pointed out that t
majority of pictures that won
were rated "A" by the Legic
ing that the "good judgmer
Legion", was approved by th

NEW YORK THEA

RADIO CITY MUSIC H
Rockefeller Center • Ci 6-460
DORIS DAY • DAVID NIV
"PLEASE DON'T EAT THE DA
JANIS PAIGE • SPRING BYINGTON • RICHAR
FROM M-G-M IN CINEMASCOPE AND METRO
and THE MUSIC HALL'S GREAT EASTER STAG

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herber Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the wor Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIr Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 ti as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

Is Still Seeking
st' Decree Probe

From THE DAILY Bureau

SHINGTON, April 11. — The
of some motion picture exhihi-
parked by a vigorous letter-
campaign by Trueman T.
sch, to persuade the House
ist subcommittee to conduct
estigation of the Justice Depart-
administration of the anti-trust
; appears to be nearing a criti-
nt.

Joseph W. Barr (D., Ind.), a
theatre-owner who has been
g the ball in this effort, told
N PICTURE DAILY he expects to
ne anti-trust subcommittee's
an, Rep. Emanuel Celler (D.,
to schedule this probe after
tion has been completed on the
ghts bill. Since Barr has been
active lieutenant of Celler's in
ghts matters, he is in an ex-
position to request such a

chedule Extremely Heavy

rdless of any other considera-
nowever, it would appear that
nmittee's schedule is so heavy
nilitate against any additional
. The group has concentrated
-trust abuses in the shipping
is year, and it has a series of
s already scheduled to start

on its agenda are hearings on
sure concerning automobile
ng by manufacturers through
ubsidiaries.

ing is the controversial pre-
notification bill, which would
ll business with combined as-
excess of $10,000,000 notify
stice Department and Federal
Commission before merging.
gh no further public hearings
be held, it is anticipated that
mmittee will have to spend
time discussing the measure
it can be reported to the floor.

Likelihood Seen Slim

Congress hopes to adjourn
June or early in July, avail-
of time appears to argue
the likelihood of extensive
s, if any at all are possible.

ron Annual Meet
rred by SEC Case

onement for an indefinite
of the annual meeting of stock-
of Skiatron Electronics & Tele-
Corp. because of a continuing
y the Securities and Exchange
ssion of transactions in the
y's securities was announced
hareholders yesterday in a let-
n Arthur Levey, president. The
usually is held in April.

SEC has suspended trading in
n stock pending completion of
stigation.

of what your management
to say will, of course, de-
the manner in which these
are disposed of by the
es and Exchange Commission,"
aid.

Rank Theatre Group Starts Big-Scale Advertising Experiment on Television

By WILLIAM PAY

LONDON, April 11.—A bold, big-scale TV advertising experiment by the Rank Organisation's theatre division, Circuits Management Association, is being launched starting today.

For three consecutive weeks CMA has booked 90-second advertisements to be transmitted by Associated Tele-Vision over the London commercial TV network at peak-hour viewing. Each spot will take the form of an animated introduction, clearly indicating that the advertised program is the current attraction at cinemas showing the Rank release in North West London, followed by a trailer showing highlight scenes and other excerpts from the feature film.

The advertisements will be for the Rank releases "Conspiracy of Hearts" and "The League of Gentlemen"; and Columbia's "Once More, With Feeling."

The appearance of the advertisements will be followed by an intensive and continuous market research extending over a period of nine weeks to cover the three legs of the London release, and will be conducted throughout the area covered by commercial television. The market research scheme has been designed to test the penetration of the advertisements and their effectiveness in creating a positive desire on the part of viewers to go and see the films.

Cost of the 90-second TV spots is £2,475 ($6,930)—a total of £7,425 ($20,790) for the three spots in the experimental campaign. Cost of the market research will run well into four figures.

Meet on 'Spartacus' in Hollywood This Week

From THE DAILY Bureau

HOLLYWOOD, April 11.—Top executives of Universal Pictures and Bryna Productions will meet here beginning Thursday to discuss the launching of "Spartacus." Before starting discussions they will view the first rough cut of the $12,000,000 film.

Coming here from New York will be Milton R. Rackmil, Henry H. Martin, Americo Aboaf, F. J. A. McCarthy, Charles F. Simonelli, Ben Cohn, Philip Gerard, Jefferson Livingston, Fortunat Baronat and Paul Kamey.

Studio executives participating in the "Spartacus" meetings will include Edward Muhl, David A. Lipton, Melville Tucker, and advertising-publicity executives including Jack Diamond and Archie Herzoff, and Sidney Blumenstok, vice-president in charge of the west coast office of the Charles Schlaifer Advertising Company. Participating Bryna executives will be Kirk Douglas, Edward Lewis and Stan Margulies.

House Group Slashes Funds for USIA Program

From THE DAILY Bureau

WASHINGTON, April 11. — The U.S. Information Agency would be allowed about $6.8 million less than it requested for its current year's program if Congress adopts the budget recommended by the House appropriations committee. Funds will be slashed about $1.5 million under the current year's allocation.

The allocation of new money to the informational media guarantee fund would be $3,691,680, a reduction of $1,608,320 from the budget proposed by the President, but $941,680 over the current fiscal year's appropriation. But use of the $1,691,680 is restricted in use to the funding of interest charges on a current basis. A total of $33,250,000 has been made available for this program through fiscal 1960.

Franken Heads

(*Continued from page 1*)

announced today by B. Cerald Cantor, president of NT&T.

Cantor also disclosed following promotions and realignment of personnel in the department "in accordance with our policy of integrating NT&T's various activities into one constructive, working organization":

Fay Reeder is now director of advertising, publicity and promotion for NT&T, upped from public relations director for theatres only. Pete Latsis, formerly assistant director, has been promoted to director of advertising and publicity for theatres.

Dean Hyskell was named west coast director of television publicity succeeding Al Stern, who has been appointed Western director of publicity for Cinemiracle Pictures, NT-&T's subsidiary producing and distributing "Windjammer." Harry Algus will continue as East Coast director of television publicity.

Martin Roberts, who was director of promotion for NTA has been made director of advertising and promotion, television.

New Post for Brown

Russ Brown has been named director of special activities, including editorship of company's publication, *NT&T Showman;* and Abe Sonosky has been designated director of advertising services, theatres.

Franken, until recently NTA's executive director of advertising and publicity, was formerly director of public relations for TV programs of America, a radio-TV editor of *Billboard*, and on the staffs of *Variety* and *The New York Times*.

'Unforgiven' Starts Big

Hecht-Hill-Lancaster's "The Unforgiven" rolled up an outstanding $50,280 gross for its first five days at Loew's Capitol Theatre here, it was announced by William J. Heineman, United Artists vice president.

PEOPLE

David Gershenson of Rogers & Cowan, public relations, who was transferred from the company's Beverly Hills office to the New York headquarters last month, has been promoted to Eastern director of the personality department here.

□

Bernice Livingston has been engaged by Continental Distributing, Inc., to handle the special publicity and promotion campaign for James Thurber's "The Battle of the Sexes," British comedy which CDI will distribute.

□

Nicholas Cornelius, for many years director of the Community Theatre, Catskill, N. Y., under Fabian and then Brandt, operation, has joined Klein Brothers Drive-in Theatres, whose Jericho, near Albany, and Hi-Way, at Coxsackie, have just reopened.

□

Robert W. Case, formerly Kingston (N. Y.) city manager for the Walter Reade circuit and more recently manager of the Sunset Drive-in Theatre there, has been named manager of Alan V. Iselin's Super 50 Drive-in Theatre near Ballston Spa, N. Y., in the Albany exchange district.

□

Ralph M. Brozan, formerly associated with the law firm of Brozen and Holman here, has joined Paul Hance Productions, Inc., as account executive. Hance produces closed circuit TV shows, television films and non-theatrical motion pictures.

□

Robert Warren has been named manager of the Creeley Drive-in Theatre, Creeley, Colo. He will be working under the direction of Emmett Savard, Inc., distribution organization which also operates the theatre.

□

William Goldman, head of William Goldman Theatres, Philadelphia, has been reappointed chairman of the city's annual Freedom Week celebration, June 27 to July 4. He was named by **Mayor Richardson Dilworth.**

□

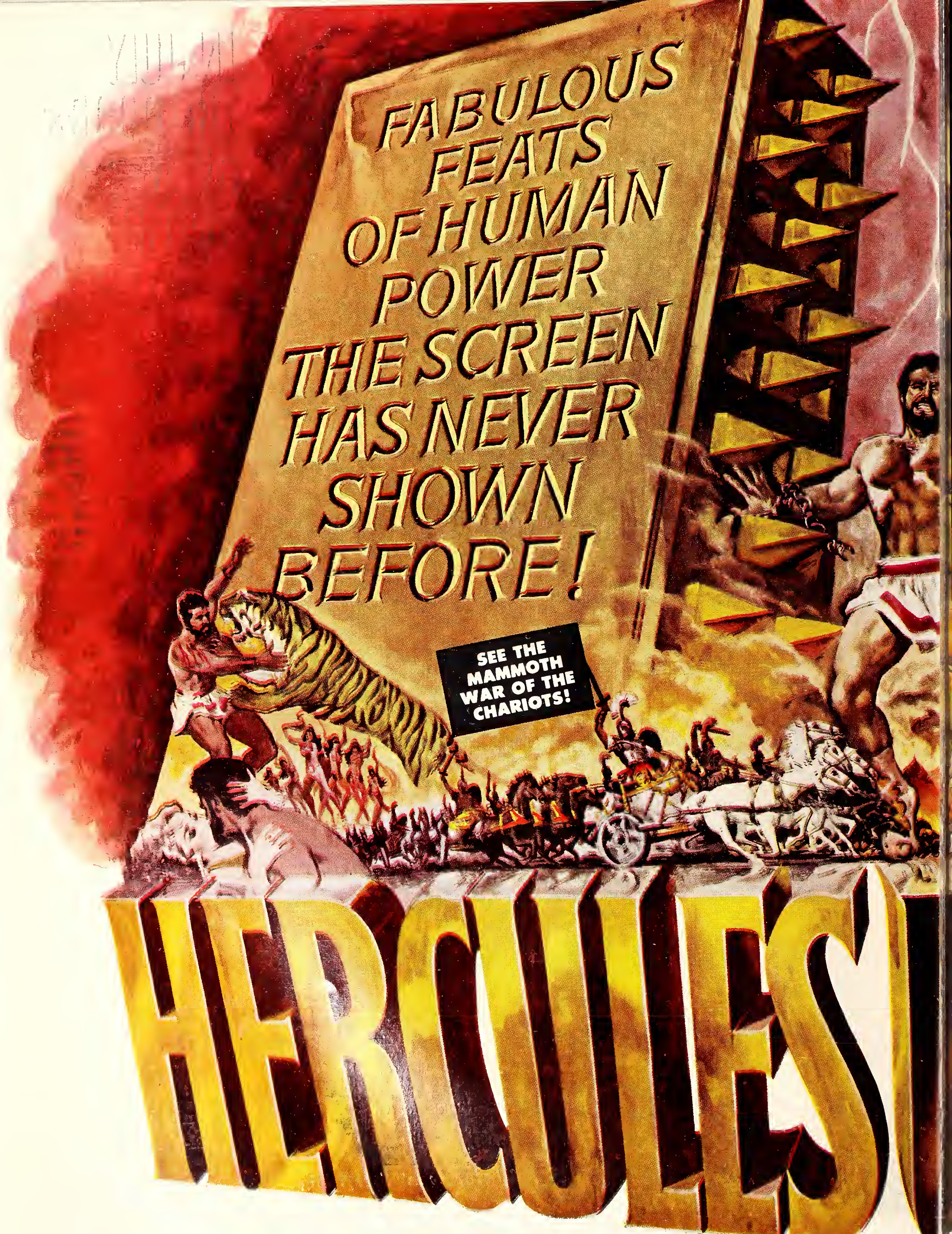
Nat Buchman, head of Theatre Merchandising Corp., Cambridge, Mass., will be guest of honor on April 28, his 50th birthday, at a dinner in the Sheraton-Plaza Hotel, Boston, with Sock Oram, candy broker, and Nate Sloane, head of Fox-Cross Candy Co., as co-chairmen.

House Unit Favors Full Anti-Trust Funds

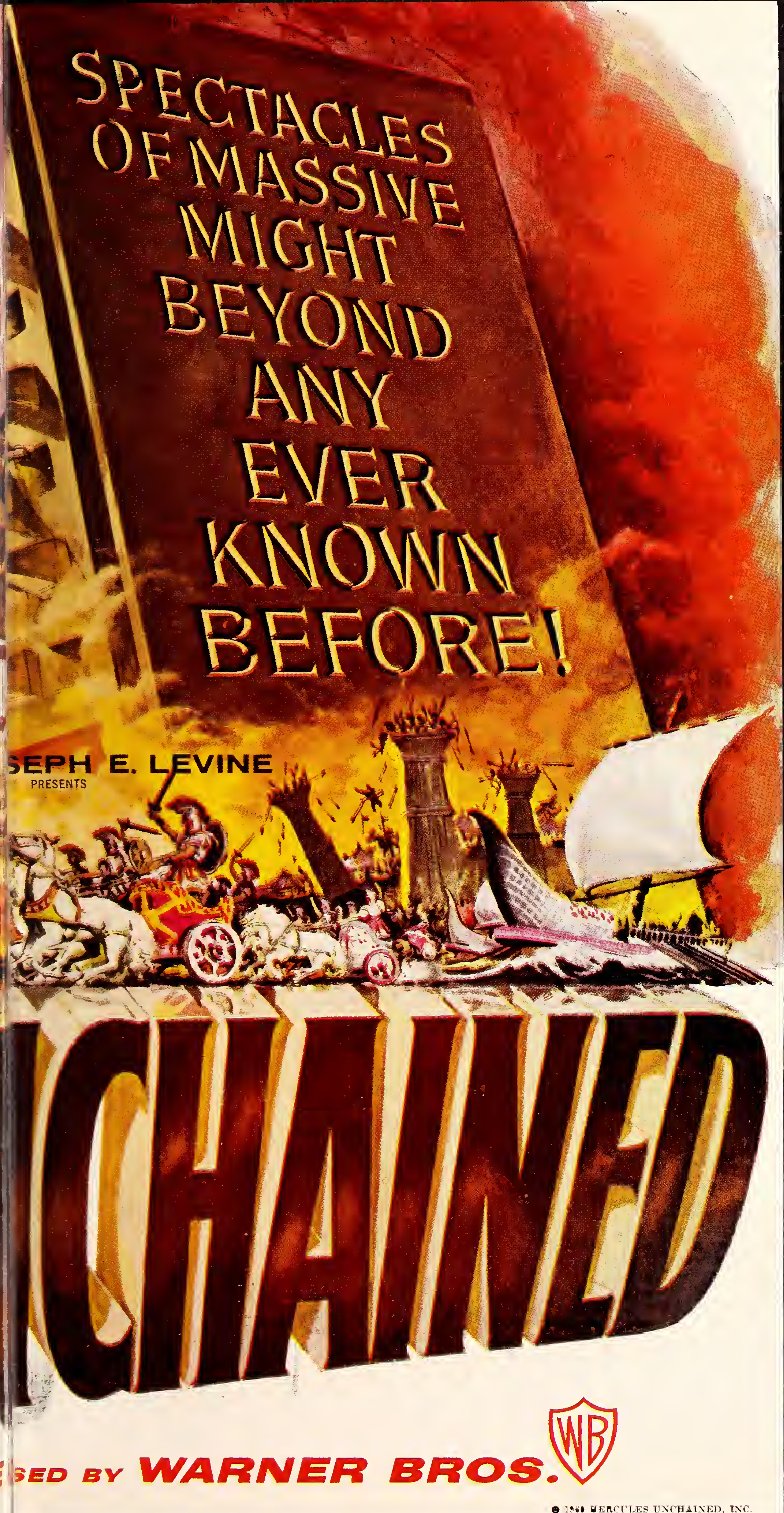
From THE DAILY Bureau

WASHINGTON, April 11. — The House appropriations committee has recommended that Congress grant the full $4,760,000 sought by fiscal 1961 by the Justice Department's anti-trust division.

This is $260,000 more than the current year's budget.


FABULOUS FEATS OF HUMAN POWER THE SCREEN HAS NEVER SHOWN BEFORE!
SEE THE MAMMOTH WAR OF THE CHARIOTS!
HERCULES

NEVER BEFORE ON THE SCRE


SPECTACLES OF MASSIVE MIGHT BEYOND ANY EVER KNOWN BEFORE!
SEPH E. LEVINE
PRESENTS
CHAINED
SED BY WARNER BROS.
WB

IN JULY THE DOORS OPEN ON THE MIGHTIEST OF THEM ALL!

STARRING
STEVE REEVES
AS
HERCULES
WITH
SYLVA KOSCINA
PRIMO CARNERA
SYLVIA LOPEZ
PRODUCED BY
BRUNO VAILATI
DIRECTED BY
PIETRO FRANCISCI
LUX-GALATEA
LUX DE FRANCE
PRODUCTION
IN EASTMAN
COLOR
by PATHE-DYALISCOPE

© 1960 HERCULES UNCHAINED, INC.

Production

(*Continued from page 1*)

immediately in the eight major films on which production was halted when the strike began last March 7.

New production will not be permitted to start until the SAG membership has ratified the settlement terms next Monday.

Although initially it had been stated that boards of directors of the struck companies would have to ratify the settlement terms also, it was learned from company officials that such ratification was not required. It is likely, of course, that company directors will be informed of the settlement terms in all instances, but the agreement itself does not call for ratification by the companies' boards and, the settlement being a management function, the companies are not expected to seek such ratification.

In any event, in most instances it is believed directors' meetings could not be called on such short notice.

At 20th-Fox, hardest hit of the struck studios with four pictures interrupted by the strike, Spyros Skouras, president, announced a "crash production schedule that will see the four productions ready for exhibitors by summer."

Statement by Adler

Buddy Adler, executive production head at 20th, declared "We are putting into immediate action the biggest production program in our history with a budget of $63,000,000, the largest sum ever appropriated for a single year's production outlay.

"This is concrete proof of our confidence in motion pictures now and in the future and will, I am sure, be a great impetus in revitalizing the industry and renewing confidence of those within it."

Jerry Wald's "Let's Make Love" starts production again tomorrow, with Marilyn Monroe, who left New York today, on the set with co-stars Yves Montand and Tony Randall. The romantic comedy is now positively set for August release.

Irwin Allen's "The Lost World," which continued production during the hiatus, will be released in mid-July. The adaptation of the adventure story by Conan-Doyle stars David Hedison, Jill St. John and Fernando Lamas.

Crosby Film Rolling

"High Time," starring Bing Crosby, Fabian and Tuesday Weld resumes tomorrow also at its location site on the campus of the College of the Pacific. Blake Edwards is directing the Charles Brackett production. Filming was more than half completed as the strike took effect, so with the combined efforts of all talent and craft guilds, "High Time," will be in the nation's theatres by mid-August, Skouras said.

Sidney Boehm's production of "One Foot in Hell," starring Alan Ladd, Don Murray and Dolores Michaels, once again in production will be an early September release.

Skouras reported that the complete cooperation of all unions and guilds has been assured, and that 20th will continue its 52-picture schedule involving a production outlay of over $60 million.

MGM announced no resumption plans for "Butterfield 8" and "Go Naked in the World," which had been halted by the strike, but both are expected to be resumed soon.

Columbia plans to resume shooting on "The Wackiest Ship in the Army" in Hawaii as soon as possible, but Paramount's strike-interrupted picture, "The Pleasure of His Company," is not set to resume until next fall.

REVIEW:

Expresso Bongo

Continental Distributing

"EXPRESSO BONGO" is an English satire on show business in London where Broadway is known as Soho. Since the world of entertainment is apparently much the same the world over in its frenzied activities, American audiences should find the picture both "hep" and amusing.

Among the targets heavily and mercilessly pilloried in the course of the film are strip tease nightclub acts, rock and roll music, television programs (both documentary and panel shows), the fanatic adulation accorded singing stars by their teen-age fans, all the methods of star-building—in short, the rat race of show business in general.

These targets, being most vulnerable, are hit with accuracy for the most part in "Expresso Bongo" and often enough to strike the funnybone of the average audience. What is the picture's most potent asset in the American market, however, is the appearance in the leading role of Laurence Harvey, who won an Academy Award nomination this year for "Room at the Top."

Indeed, it is the performance of Harvey that gives "Expresso Bongo" a much-needed center as well as provides it with some substance in the way of character. He portrays a small-time talent agent with a glib tongue and conscienceless ambition to get ahead. In many ways he is the English equivalent of a Pal Joey or a Sammy Glick.

One night this agent happens to catch the act of a young bongo player in an espresso bar in Soho and observes the strong appeal he has for teen-age girls. So the agent takes the boy under his wing and through endless conniving, back-stabbing and treachery finally succeeds in making the singer a top television star.

AT THE HEIGHT of the boy's success, however, the tables are turned against Harvey by an American actress who uses methods as unscrupulous as his to get the singer away from him. And then by a further stroke of irony the actress loses the boy, too, before the picture ends.

This plot, which is an adaptation by Wolf Mankowitz from his own musical comedy, is no more original or penetrating than it sounds. The picture holds strong interest, however, through the versatile acting prowess of Harvey.

As the fast-talking, fast-moving, fast-dealing agent, he gives a high-tensioned performance that begins at a high pitch and never lets up. It is almost exhausting to the spectator to watch the actor keep up such a frenetic pace. The character is hardly admirable in any respect, but Harvey also shrewdly manages to create a little sympathy for him when he loses the contract of the singer he has made into a big success. Anybody who works that hard, a spectator is made to feel, deserves a break.

Numerous other performers are more restrained but still colorful: luscious Sylvia Syms as the girl friend of Harvey who works as a strip tease dancer; Yolande Donlan as the actress who double-crosses Harvey; Cliff Richard as the English Elvis Presley; and, most particularly, Meier Tzelniker in the humorous role of the head of a record company who prefers classical music to the kind that is making him rich.

In his direction Val Guest, who also produced, makes capital use of the streets and dives of Soho for atmosphere. Several songs, including rock and roll numbers, are used throughout with a couple given elaborate staging.

Some shots of scantily clad nightclub dancers and the general unwholesome moral tone of the story make it unsuitable for children.

Running time, 108 minutes. Adult classification. Release, in April.

RICHARD GERTNER

2 Records for 'Daisies'

"Please Don't Eat the Daisies" established two box-office records over the weekend, MGM said yesterday. The comedy set an all-time non-holiday house record at Loew's State Theater in Cleveland Saturday with a box-office gross of over $8,900. At Radio City Music Hall, where it is now into its second week, the Saturday gross of nearly $38,000 was the biggest non-holiday gross of any MGM picture in the history of the showcase.

Albany Pape

(*Continued from page 1*)

made in opposition to film class
tion legislation in the New York
islature that "We must help our
dren to make choices along the
if we wish them to grow up t
responsive and responsible ad
and that "This calls on us as pa
to help our children to choose m
picture entertainment, just as we
them to discriminate among book
music and art and all the othe
periences of life," The Evangeli
serted, "Mr. Johnston is obvi
looking for a scapegoat that wi
vert blame from the movie ind
and save it from strict measur
restraint."

Says Johnston Avoids Point

A point that "Mr. Johnston a
is that the best of parents re
some help and cooperation outsic
home, in order to raise their chi
to be 'responsive and responsibl
ents'," the editorial commented.

"Measures they take to insur
wholesome development of thei
spring would be furthered, no
peded, if the movie industry
wields such a potent influence
only 'responsive and respo
leaders," the editorial stated.

While parents endeavor to
children "the stable norms tha
guide them in 'making good ch
they have sense enough to appi
that youthful curiosity is not im
able to sensationalism so gene
exploited in motion pictures an
worse degree in the advertising
paigns that accompany them,
Evangelist added.

"As Mr. Johnston knows that
agers are the bread and butter
industry," the paper observed,
he is aware that they are entic
spite the warnings of parents,
repeated invitations motion
films offer for an experience i
suality, crime and sordidness."

Sees Some Parents Remis

The MPAA president "talks
all parents live up to their
sibilities . . . unfortunately th
not," remarked the editorial. It
if "where there is no moral
tion or guidance provided in a
should not others be concerne
the welfare of youth living
atmosphere of neglect? Or
parental indifference be comp
by public media of expressio
berate decency and virtue?"

That "there is no substitu
good parents should be accep
the movie industry," it said
this is not the case when th
ideals of life which worthy
attempt to instill in their
are exposed to ridicule and m

Special 'Race' Date

Perlberg-Seaton's "The Rat
Technicolor drama starring To
tis and Debbie Reynolds, will
a limited number of special
ments in late May, prior to its
release in June, it was annou
Paramount Pictures.

'ilm Views Slated 'age Bill Group

'rom THE DAILY Bureau

HINGTON, April 11. — No s yet been set for hearing moture industry witnesses before use Labor Standards subcomin opposition to the raising of imum wage to $1.25 an hour expansion of the law to inillions of additional workers.

is a possibility that the subee may decide to terminate ings at the end of April. If done, industry witnesses will ss be heard during an afterietings before the hearings end. subcommittee decides to conito May, the motion picture es will be scheduled early in nth.

group hopes to be able to give one week's notice toproswitnesses. About eight indusnain to be heard.

po to Analyze

Continued from page 1)

AA advertising and publicity s' committee.

study is the first step in the ee's plan to develop better anding and improved working ships between the nation's pers and motion picture ad-. It follows study by the main ee and subcommittee of comby some companies of rejeccensorship of advertising with some newspapers. Other ies have had no difficulty with ed with the same papers.

bers of the advertising pracib-committee, in addition to airman, are: Roger Lewis, Artists; Martin Davis, Paraand serving ex-officio, Charles hy, COMPO; and Gordon MPAA.

g Without End'

Continued from page 1)

and Russell V. Downing, it of the Music Hall.

William Goetz production, n location in Germany and stars Dirk Bogarde in the le and introduces the new actress Capucine.

Technicolor Reports Release-Output Rises

(*Continued from page* 1)

white motion picture laboratory operated for its first full year to serve producers of theatrical, non-theatrical and television films. It was also the first full year of operation for the Italian affiliate, Technicolor Italiana.

A new field entered by Technicolor last year was production of automatic printers and other photographic processing equipment for the U.S. Missile Test Program and other government programs on a limited scale.

Technicolor's net sales increased in 1959 over 1958 by approximately $500,000, while net income decreased by approximately $321,000, Clark reported.

"The decrease in net income," he said, "is attributed primarily to the lack of profit in the Consumer Photographic Products Division, and charges made to operations as the result of acquiring the Warner Brothers Laboratories in 1958." These conditions were partially offset by increased profits in the motion picture division.

Clark said Technicolor continues to feel that consumer photographic operations will contribute importantly toward future earnings. Accordingly, the largest part of capital expenditures in 1959 for property, plant and equipment was to expand the consumer division; these expenditures totaling approximately $900,000.

During 1959 Technicolor produced a wide variety of color release prints to meet changing conditions in the motion picture industry, particularly with respect to the exhibiting of feature productions, Clark said.

"There was a marked increase in the trend toward large-screen 'roadshow' type productions in 1959, the 70mm films being noteworthy of this trend. Technicolor was completely equipped to meet the requirements of producers of these big budget pictures by supplying 70mm version prints for initial runs where either its own Technirama 70 System was used or where other photographic systems were used for original photography."

Feature length pictures produced in Hollywood in 1959 totaled approximately 164 (1958–191). Of these, 97 were in black and white photography (1958–118). Color pictures numbered 67 or 41 per cent, compared with 1958's 73 color pictures, or thirty-eight per cent.

Sixty-four new feature length pictures were produced in 1959 with release prints by Technicolor. Of these, 26 were feature productions of which Technicolor Corporation manufactured a limited number of foreign release prints and/or facilitites for its European affiliates.

Net Sales Up, Profit Off

Technicolor's financial statement for 1959 showed net sales of $27,250,407 as compared with $26,778,621 in 1958. Net profit was $237,160 (1958–$558,172).

When the Screen Actors Guild strike started, Technicolor's position was such that full impact would not have been felt for some 120 days, following the date of the strike, in view of the backlog of pictures on hand on which photography had been completed.

"At the beginning of the year, and prior to any indications of curtailed filming of new pictures," Clark reported, "we estimated that 65 feature length pictures would be released printed by Technicolor in 1960. We now know that production will not reach that level.

Predicts Increase in Use of Color

"However, several factors stand out as being important in estimates that more pictures will be filmed in color when full-scale production resumes. They are (1) smaller independent producers have shown a marked trend since June of 1959 to budget their pictures for color; (2) major producers are expected to switch several pictures to color that were previously on the drawing boards for black and white photography; (3) drive-in theatres tend to demand color product; and (4) foreign markets are increasingly important to the financial success of Hollywood produced pictures, with exhibitors abroad favoring color."

Technicolor had expected to operate its motion picture division profitably in 1960, but due to the uncertain conditions created by the strike the report does not present a forecast of earnings for the current fiscal year.

Audiences Younger. Mature

(*Continued from page* 1)

row, now on a road tour preliminary to the Easter opening dates of the United Artists release, said that circuit executives were enthusiastically preparing campaigns which will stress the line that this is Williams' latest play to come to the screen.

The producer stressed that this was particularly true in the South even though Williams' plays, including "Fugitive," portray types hardly complimentary to that region. He attributed the success of several of Williams' latest pictures to a new maturity in audiences. This, he said, comes from the greatly underrated "younger audience."

"There is a maturity, an intellectual curiosity and excitement, in our youth today," he said, "which is a challenge to the American motion picture industry." Williams' plays, he argued, appeal to this maturity because they stir not only intellectual excitement but the emotions as well.

Turning to production details, Jurow said that production in New York can be more economical than in Hollywood "provided you have someone who knows his way around." He estimated that "Fugitive Kind" would have cost from $100,000 to $150,000 more if had been produced on the coast rather than in New York.

The picture, which stars Marlon Brando, Anna Magnani, and Joanne Woodward and was directed by Sidney Lumet, opens Thursday in a dual engagement at the Astor and Plaza theatres. Fred Goldberg, UA national director of advertising, publicity and exploitation, and Burt Sloane, UA publicity manager, said Easter bookings were ready in top key runs and that a second wave of key run openings was set for early May. Drive-in dates are planned for early summer.

seventeen's PICTURE OF THE MONTH

Selected by SEVENTEEN SCHOOL for

FOR MAY

4 Walt Disney Presentation of Robert Louis Stevenson's

"KIDNAPPED"

Released by Buena Vista

elected by SEVENTEEN . . . entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!

a word from the baby sitter

I wonder if motion picture theatre owners and managers appreciate baby sitters as much as baby sitters appreciate trailers.

With trailers showing regularly at the local theatre, baby sitting jobs are more plentiful...and so are theatre audiences, for that matter!

P. S. If you want to see what we baby sitters go through, take the whole family to see Metro-Goldwyn-Mayer's hilarious comedy, "Please Don't Eat The Daisies," starring Doris Day and David Niven. I'm Patsy Kelly, the part-time baby sitter.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All
ıe News
That
; News

MOTION PICTURE
DAILY

Concise
and
to the
Point

'87, NO. 71

NEW YORK, U.S.A., WEDNESDAY, APRIL 13, 1960

TEN CENTS

:e Moves

.Penn. Allied :ceptive to ıtional Bid

Allied Non-Committal, Willing to Talk

Special to THE DAILY

ΓSBURGH, April 12.—Prospects ;tern Pennsylvania Allied MPTO ng membership in national Al- ates Ass'n. appeared brighter in ht of favorable reaction locally :e overtures being made by na- officers.

:y Hendel, president of Western ·lvania Allied, disclosed that he ecting a visit "within the near ' from a committee of national appointed at the latter's recent meeting in Chicago to explore ievances which resulted in the ıtions of the local unit and In-

(*Continued on page* 4)

›ds Theatre Reopens tage Hands Dispute

Special to THE DAILY

CAGO, April 12.—The Woods e here has re-opened after be- ɔsed seven days because of its ionists' refusal to cross picket f the stage hands union.

union had posted pickets at use in a move to force the hir- three of its members by the ;, which has no stage shows. ıg of the house was made pos-

(*Continued on page* 4)

ıetco Net Income 6,336 for 1959

Special to THE DAILY

ıMI, Fla., April 12.—Wometco ɔrises, Inc., had a gross income ,364,753 during 1959 and a net ɘ of $936,336, stockholders were d by Mitchell Wolfson, presi- ıt the first annual meeting since mpany became publicly owned. ddition the meeting was told of

(*Continued on page* 3)

VISION TODAY—page 4

Decca Expects Highest Earnings in Company History for 1960: Rackmil

By SAUL OSTROVE

The highest consolidated earnings in the company's history are anticipated this year for Decca Records, Inc., parent company of Universal Pictures, Inc., stockholders were told at the annual meeting yesterday by Milton R. Rackmil, president of both companies.

First quarter earnings this year were $1.50-$1.60 per share on 1,285,701 shares outstanding. Last year the non-consolidated earnings per share in the first quarter were 13 cents, Rackmil

(*Continued on page* 6)

'E & P' Article Examines Film Ads in Newspapers

Newspapers in 23 cities published some criticism of motion picture advertising during the past year, an article in the current issue of Editor & Publisher reports the industry's Advertising Code Administration found after a study. Eight newspapers have adopted their own motion picture ad codes, all somewhat similar.

The papers are: The Lincoln, Neb., Star; Salt Lake City Deseret News and

(*Continued on page* 3)

Expect Skiatron Inquiry To Adjourn, Reconvene

From THE DAILY Bureau

WASHINGTON, April 12. – The Securities and Exchange Commission hearing scheduled for tomorrow in the matter of the adequacy and accuracy of Skiatron Electronics and Television Corporation's stock registration statement is expected to be adjourned in short order. It will reconvene in about two weeks.

As things stand, attorneys for the company and its officials have submitted a 30-page proposed stipulation

(*Continued on page* 4)

Pre-Holiday Business Tops at Some Theatres

Several theatres on Broadway yesterday reported they had been enjoying an upsurge in business since Monday aided by good weather and the early release of some children from school for the holiday period. Other Broadway showcases, on the other hand, were marking time in anticipa-

(*Continued on page* 4)

Foreign Press Plans Monthly Film Award

From THE DAILY Bureau

HOLLYWOOD, April 12.—In its efforts to further popularize American-made films abroad, the Hollywood Foreign Press Association, through its president, Bertil Unger, announced today inauguration of a "picture-of-the-month award," to begin in May.

The 112 members of the foreign

(*Continued on page* 3)

REVIEW:

The Fugitive Kind

UA—Jurow-Shepherd-Pennebaker

TENNESSEE WILLIAMS, as potent a name now at the motion picture box office as he is for the Broadway stage, comes again to the screen with this film version of his play "Orpheus Descending." Directed by Sidney Lumet and starring Marlon Brando in his first appearance since "The Young Lions," the powerful and exciting Anna Magnani and the delicate and sensitive Joanne Woodward, the production has all the soaring poetry of Williams' exotic style and all the drama of his provocative dissection of human nature. It has also the standard Williams ingredients including decadent characters universal in type but drawn specifically from the South, and an emphasis on the murkier reaches of sexual psychopathy.

As he has in the case of the more recent of his plays, Williams col-

(*Continued on page* 3)

'Unthinkable'

SAG Sees No Delay in Full Production

Voting Won't Hinder Start Of New Pictures Next Week

By SAMUEL D. BERNS

HOLLYWOOD, April 12. – It is "almost unthinkable" that there will be any delay in the resumption of production next week, a spokesman for the Screen Actors Guild said here today.

He had been asked whether the balloting by mail of SAG members around the country on ratification of the strike settlement terms agreed upon with major studios, which will not be completed for several weeks, could bring about a delay in getting new production before the cameras next week.

The SAG will authorize new productions to get under way Tuesday if a fairly good majority of actors turn out for the membership meeting Mon-

(*Continued on page* 2)

Dismiss 'Holder's Suit Against Victor Carter

From THE DAILY Bureau

HOLLYWOOD, April 12. – Judge Pierson Hall of U.S. District Court today dismissed a $1,300,000 suit by M. M. Ellis, a minority stockholder of Republic Corp., against Victor M. Carter, president and chairman of Republic, and others.

The court held that Ellis' complaints against Carter and his asso-

(*Continued on page* 2)

Far East Meeting on 'Spartacus' Scheduled

From THE DAILY Bureau

HOLLYWOOD, April 12—Milton R. Rackmil, president of Universal Pictures, accompanied by Americo Aboaf, Universal-International vice president and foreign general manager, leave here on April 17 for Tokyo and the Far East for the third of a series of global sales and publicity conferences, devoted principally to the overseas

(*Continued on page* 4)

PERSONAL MENTION

ROBERT L. LIPPERT, production liaison between Associated Productions, Inc., and 20th Century-Fox, will arrive in New York today from the Coast.

•

Ed Wolpin, general manager of Famous-Paramount Music, has left New York for conferences at the Hollywood studios.

•

Samuel Goldwyn, who returned to New York from Europe early this week, will leave here tomorrow for the Coast.

•

Gene Kelly will leave New York today for Paris.

•

Richard Widmark left New York by plane yesterday for London and Vienna.

Novy Services Today; Headed Texas Circuit

Special to THE DAILY

DALLAS, April 12—Funeral services will be held here tomorrow for Harold C. Novy, 37, president of Trans-Texas Theatres, Inc., who died Monday in a local hospital after a long illness. Services will be at 11:30 A.M. at Sparkman's Funeral Chapel with Rabbi Levi A. Olan of Temple Emanuel officiating. Burial will be in the Emanuel Cemetery.

Novy was also a vice-president of Texas Drive-In Association and a member of Dallas Variety Club.

Survivors include his wife, four children and one sister.

UA Dividend 40c

The board of directors of United Artists yesterday declared a regular quarterly dividend of 40 cents per common share, payable June 24 to stockholders of record June 10.

check with..... national screen service for the best in SPECIAL TRAILERS

See No Delay in Production

(*Continued from page* 1)

day night and vote favorably on acceptance of the proposed settlement terms and ending the strike.

The mail referendum cannot get under way for perhaps a week, due to the necessity of preparing and printing four or five separate pieces of detailed information. However, the vote should be overwhelmingly in favor of acceptance, on the basis of previous experience.

Negotiations between major producers and SAC on a contract covering actors employed in their television films are not expected to get under way before mid-May. The old contract expired March 31 and was extended to May 31.

AMPP and SAC subcommittees currently are meeting on spelling out the phraseology of the new contract terms. This has delayed setting negotiation dates with Writers Guild of America.

IATSE Demands Are High

To most observers here it seems unlikely that IATSE will ask to reopen its contract with the major studios since it has indicated it will demand twice the total of the television residuals participations the majors grant to all other guilds and unions, and IATSE, therefore, is expected to wait until the directors and writers terms have been settled.

IA's contract runs to Jan. 31, 1961 but it can be reopened for added payments on films sold to television if any of the guilds are successful in their demands for TV payments. The negotiations can be opened on 30 days notice by IATSE, but the major studios would have six months in which to negotiate before it could call a strike. Independent producers would have only 30 days in which to negotiate on the same demands. Negotiations on the IATSE contract ordinarily coammence about 90 days prior to its expiration date, or around the end of October.

A Universal Pictures spokesman said that the company has a "most favored nation" clause in the agreement it reached with SAG to pay it 7 per cent after deduction of a 40 per cent distribution charge on revenue from post-1948 films sold to television. Thus, if after study of all conditions involved, it decided the 6 per cent after 40 per cent formula agreed on by the major studios for the films made after Jan. 31, 1960, which are sold to television, held advantages, it could switch to that formula.

Some SAG deals made with independent producers also have "most favored nation" clauses and some do not.

'Butterfield 8' to Resume

Metro-Goldwyn-Mayer has notified Martin H. Poll, president of Gold Medal Studios in the Bronx that shooting will be resumed on "Butterfield 8" tomorrow at the Gold Medal Studio. The Pandro S. Berman production is being directed by Daniel Mann and stars Elizabeth Taylor, Laurence Harvey, Eddie Fisher and Dina Merrill. The sets on the two stages of Gold Medal Studios are now being redressed in preparation for the resumption of filming which was shut down by the actors strike.

Wallis to Start Two

HOLLYWOOD, April 12. – Hal Wallis said today his "All in a Night's Work" and "G.I. Blues" will be the first two new productions to start filming here following settlement of the Screen Actors' Guild strike. Cameras will start rolling at Paramount on April 19 on "All In a Night's Work," under the direction of Joseph Anthony. Dean Martin, Shirley MacLaine and Carolyn Jones star in the comedy-romance. Elvis Presley will arrive in Hollywood from Memphis on April 25 for pre-recording sessions on "G.I. Blues," his first film since military service.

Principal photography on the Paramount release will begin the following week.

Music Hall Schedules Extra Holiday Shows

Radio City Music Hall has scheduled extra showings of its Easter program and early morning openings throughout the holiday period. On Good Friday, doors will open at 8:15 A.M.; Saturday, April 16 at 7:45 A.M.; Easter Sunday at 11 A.M.; Monday, April 18th through Friday, April 22, at 7:30 A.M., and on Saturday, April 23 at 7:45 A.M.

The Music Hall's holiday program presents its Cathedral pageant, "Glory of Easter," a new stage spectacle, "Tulip Time in Holland," and the film "Please Don't Eat the Daisies."

'Snow Queen' Openings Follow Five-Month Drive

Universal's "The Snow Queen" will open this week in some 230 key situations, including 90 theatres in the greater New York area, following a record five-month advance "pre-selling" drive started last November.

The extensive campaign included advertising in the Sunday comic sections of 80 newspapers; ads in *Look Magazine* and *Parents Magazine;* record promotions; observance of the 155th birthday of Hans Christian Andersen, who wrote the fairy tale; tours by Sandra Dee, Patty McCormack and Tommy Kirk; TV-radio, etc.

Directors, AMPP Will Mee
Tomorrow to Talk New P

From THE DAILY Bureau

HOLLYWOOD, April 12. – initial meeting between negotiator the Association of Motion Picture ducers and Screen Directors G on SDG's demands for its new tract has been set for 2 P.M. Thurs

The guild's current contract exp April 30.

Dismiss 'Holder Suit

(*Continued from page* 1)

ciates who assumed managemen the former Republic Pictures C last year "did not state facts suffic to constitute a claim cognizable Federal courts, nor did Federal co have jurisdiction over the action."

Ellis had contended he had denied a voice in management of film processing, studio rentals plastics company.

Quashing of the Ellis suit foll Republic's annual meeting in York last week, when Carter, rep ing record earnings for the first q ter of 1960, announced the com stock would be put on a regular dend basis for first time in the pany's 33-year history.

'Beach' Gross $553,0

Stanley Kramer's "On The Bea grossed over $553,000 during its week engagement at the Astor T tre, just ended, according to Will J. Heineman, vice-president of Un Artists. The UA release also is of three films that have played n than 16 weeks at the celebr Broadway showcase. ("On The Wa front" and "Separate Tables" w the others).

The finest carbons ever made... NATIONAL TRADE-MARK PROJECTOR CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bur Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies.

& P Article

(Continued from page 1)

e, Indianapolis Star & News, ster, Mass., Telegram & Gazet- cinnati Enquirer, Wichita Falls, Record-News and the Norfolk an-Pilot, Ledger-Dispatch &

ntly, Baltimore papers sug- a similar code to the Mayor's tee for decency.

lon White, director of the in- s Advertising Code, and Tay- ls, Motion Picture Assn. infor- director, are quoted in the Edi- Publisher article by staff writer N. Schuyler as finding the in- s self-regulation of its adver- reasonable for reasonable peo- hey denied that current atten- the problem of newspaper cen- of film ads by the industry's sing-publicity directors com- implies any intention of fight- press.

es of the Advertising Code een circulated to newspapers ite, who said the industry plans d $70,000,000 in all forms of sing during 1960.

Editor & Publisher article re- he Advertising Code in full.

sies' Is Strong everal New Dates

se Don't Eat the Daisies" is ing to open to top business n reports from the first group Easter openings, M-G-M said ay.

Crest Theatre in Wichita did 5,700 in first days to top the period for "North by North- The Florida Theatre in Jack- grossed $4,200 in three days. t. Louis, the Esquire Theatre more than $12,500 in its first ays, a figure that puts "Daisies" the top grossers at that thea- recent years. Meanwhile, in nd, where Saturday's gross set d, the four day figure topped), nearly $6,000 over the pace "North by Northwest."

etco Income

(Continued from page 1)

quisition by the company of ami Seaquarium, a tourist at- located between Miami and iseayne. Wometco also owns erates television stations in Mi- d Asheville, N. C.; has part hip of a TV station in Jack- ; and owns 22 theatres in , in addition to other enter-

The Fugitive Kind

CONTINUED FROM PAGE 1

laborated on the screenplay for "Fugitive Kind," this time with Meade Roberts, better known in the television field than for motion pictures. The result is technically an excellent adaptation of the stage techniques to the motion picture medium and this is accentuated by Lumet's facile use of the camera, particularly in the use of close-ups to underline each of the characters.

Acting is of the top quality to be expected of stars of this magnitude, difficult as are the portrayals of the Williams characters who are larger than life in some dimensions but less than real in others. Brando especially is effective as the wandering guitar player and singer whose animal virility makes him eagerly sought after among the decadent habitues of New Orleans night life.

Sick to death of the corruption of his life which his love for his guitar can no longer wash clean, he drifts to a small town on the Dixie Highway. There he meets and ultimately becomes the lover of Miss Magnani, bitter and frustrated wife of Victor Jory. There also he encounters the ethereal Miss Woodward who knew him in New Orleans. The latter, turned by frustration from a life of crusading for human rights and decency to one of wild abandon, sees in Brando a fellow free spirit and plaintively seeks to draw him away from his entanglement with Miss Magnani and save him from the savage hatred of the townspeople which she intuitively knows will be turned on him.

In the bitter climax Miss Magnani is shot by her husband and Brando, by an ironic repetition of the dark deed by which Jory and the townspeople killed Miss Magnani's father fifteen years earlier, dies in the fire which consumes the confectionery she was building.

The creation of mood, so essential to so dark a story, is well done for the most part by lighting and photography but the editing sometimes makes for abrupt transitions which break the continuity and rhythm.

The faults, if any, lie with the playwright rather than the production. In typical Williams style the subject exposes depths of human degradation and corruption. But it does so in the obscure terms of the poet rather than with the clear vision of the philosopher. While it passes moral judgments it does so only in the case of the obviously and viciously unjust and it neither suggests nor hypothesizes any hope or solution for the moral man.

However, like the author's previous productions, it presents a provocative subject in mature terms but with latitude for sufficient sensationalism to build controversy and consequent box office interest. Like his previous works also, particularly the last three—"Suddenly, Last Summer," "Cat on a Hot Tin Roof" and "Baby Doll"—it would seem to be headed by virtue of cast value as well as subject matter, toward box office success. Running time, 119 minutes. Adult classification. May release.

JAMES D. IVERS

Cinema Lodge Induction Set for April 21 Here

Abe Dickstein, 20th Century-Fox New York branch manager, will be inducted as incoming president of Cinema Lodge B'nai B'rith at a luncheon to be held Thursday, April 21, in the North Ballroom of the Hotel Astor, it was announced yesterday by Harry Brandt, chairman of the presidents' luncheon committee. Alfred W. Schwalberg will be honored as retiring president of the organization.

Sydney A. Hellenbrand, president of District Grand Lodge No. 1, will officiate at the induction.

AromaRama Acquired For Commercial Use

The appointment of the Ethos Organization to develop, coordinate and license the commercial application of AromaRama as a service to industry, communications and sales promotion was jointly announced here by Charles H. Weiss, president of AromaRama, and George Vogel, managing director of Ethos.

Ethos has for years served advertising agencies and industrial companies in the development and coordination of various promotional services and activities.

Tribute by UJWF For Broidy Today

From THE DAILY Bureau

HOLLYWOOD, April 12. – Industry leaders will pay tribute tomorrow to Steve Broidy at a luncheon in his honor in the Beverly Hills Hotel under auspices of the American Industry Committee of the United Jewish Welfare Fund, it is announced by chairman David A. Lipton. Broidy will speak at luncheon honoring his services as president of Allied Artists, vice-chairman of the UJWF amusement industry committee and president of the Jewish Federation-Council, parent body for local Jewish Philanthropic agencies and instrumentality through which the Jewish community raises funds for national and overseas Jewish needs.

Foreign Press

(Continued from page 1)

press group, whose beat is the film capital, will cast ballots each month, naming the Hollywood-made motion picture, currently in release, which they believe is outstanding.

The film chalking up the largest number of votes will be awarded a bronze plaque at a luncheon meeting to be held once a month, commencing May 31, Unger explained. These awards will be in addition to the organization's annual Golden Globe selections.

Defense to Begin TV Case Next Monday

The six defendants charged by the government with "block - booking" their pictures to TV in violation of anti-trust laws have been ordered to begin presentation of their case next Monday in New York Federal Court. The order followed a ruling by Judge Archie O. Dawson denying a motion to dismiss the case.

Judge Dawson ruled after hearing oral arguments by attorneys from C & C Super Corp., National Telefilm Associates, Screen Gems, Associated Artists Productions, United Artists and Loew's, Inc. (M-G-M). The case has been recessed the rest of this week because of the holidays.

'Flame' to Paramount

"Flame Over India," 20th Century-Fox release starring Lauren Bacall and Kenneth More, will be the next attraction at the Paramount Theatre here.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales Offices and arehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

1355 Conant Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

Quality photographic materials . . . backed by more than half a century of experience.

GEVAERT

THE GEVAERT COMPANY OF AMERICA, INC.

Skiatron Case

(*Continued from page* 1)

of facts concerning the company's business affairs and securities transactions. The government's lawyers have suggested an 18-page stipulation. There is not, apparently, an insuperable gap in content between the documents.

Pending final disposition of SEC's proceedings, the agency is expected to continue suspension of all trading in Skiatron stock.

Ford, Warns Stations Of 'Payola' Penalties

From THE DAILY Bureau

WASHINGTON, April 12. – Federal Communications Commission chairman Frederick W. Ford told the Harris (D., Ark.) subcommittee on communications that broadcasters heavily involved in "payola," or that have seriously neglected their responsibilities to the public, might have difficulty in renewing their licenses. He indicated that stations which had taken only a few free records would not be troubled.

Ford commented on the present stiff sponsorship announcement rules, suggesting that FCC should be empowered to "exempt program material furnished free to broadcast stations under a finding that such exemptions are in the public interest."

Chairman Harris expressed a "sincere hope" that "cooperation will be forthcoming" from both industry and government in the drafting of new laws to curb malpractices in broadcasting.

Far East Meeting

(*Continued from page* 1)

launching of "Spartacus." Their departure will follow studio meetings here this week, at which launching plans for "Spartacus" are to be discussed by U-I and Bryna Production executives and the first rough cut of the film viewed.

The Tokyo conference, which will be attended by key Far Eastern and Japanese staffers, will be the third of a number of meetings which are being held at frequent intervals to guide sales and publicity progress of U-I films and "Spartacus," in particular, as it moves toward overseas release in key territories throughout the world next December.

Upon the conclusion of the Tokyo meeting, Rackmil will return to the United States, while Aboaf will continue on through the Far East to meet with local exhibitors as well as U-I managers and the press. He will then return to the United States, late in May, via Europe.

musifex co
45 w. 45 st. n.y.c.
new musical
sound effects
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

BROADWAY and flicker star James Whitmore will star in a new ABC-TVehicle, "The Law and Mr. Jones," starting in the fall. Same net will usher in another new situation-comedy series, "Guestward Ho!" starring Joanne Dru in a dude ranch locale with Ralston-Purina picking up the tab for the corn and oats. . . . Rumor has it that Rudy Vallee, who'll be in town around May 16, may wrap up a deal to head his own late TVariety series. To this chronicler, Rudy is not only one of the ablest entertainers ever to hold an audience, but he's also a masterful producer. . . . The animated ABCartoon situation-comedy telefilm series which will be co-sponsored by Miles Laboratories and R. J. Reynolds Tobacco during the 1960-61 season on Friday nites, will be titled "The Flintstones" instead of the previously announced "The Flagstones." . . . After several years of association with Hubbell Robinson, Tom Ryan and Sam Cohen will open their own production firm. . . . The way Johnny Oliver delivers "That's All I'm Living For" in his initial Mercury waxing effort, the lad proves he has what it takes to make the BIG time. . . . For the sensational presentation last Sunday of his personal "Salute To ASCAP" and for the numerous times during which he tossed accolades and bouquets to its illustrious authors and composers, we respectfully suggest to ASCAPrexy Stanley Adams that Ed Sullivan be elected to Honorary Membership in the great organization founded by Victor Herbert. . . . Mischa Elman appeared but did not perform at the "Otto Harbach Night" last Saturday at the Lambs Club but he howled at antics of the club's own violin virtuoso, Jerry Bergen. Emceed by the talented Walter Kiernan, with a wonderful send-off by Shepherd Bill Gaxton, the show proved to be THE MUSICAL (All-Harbach Songs) of the year. . . .

☆ ☆ ☆

Camera Equipment Co., which recently opened a completely equipped branch in Hialeah, Fla., has just opened a sales office and warehouse on Santa Monica Blvd. in Hollywood. Prexy Frank Zucker has certainly come a long way since the days in 1930 when he was one of the ace cameramen at the Paramount Studios then located in Astoria, L.I. (Us? We then wrote a column for M.P. Herald.) . . . Jazz-tician Herbie Mann, back in Gotham from a three month tour of Africa. . . . Starting Sept. 30, the "Bell Telephone Hour" will be seen on alternate Fridays (9-10 P.M.) as regular NBColorcasts. . . . Jack Lemmon's first Broadway appearance since 1953 when he played in "Room Service," will be as the star of Robert L. Joseph's new play, "Face of a Hero" which will open on the Great White Way Oct. 17

Woods Theatre

(*Continued from page* 1)

sible by the granting of a temporary injunction by Judge Julius J. Hoffman in the Federal District Court. The injunction will last until April 18 when the judge will hear arguments for a permanent injunction.

The issue had been taken to the court by the NLRB as the result of an appeal by the theatre's management, the Woods Amusement Corp. The union's attorney, Albert Core, had argued that the federal court had no jurisdiction in the dispute; but Judge Hoffman, in granting the injunction, maintained "the judge has wide discretion in this matter."

Before the order was signed, Wm. S. McKinley, NLRB attorney, termed the stage hands union's request "feather bedding." "The union is causing a strike to force the employer to assign work to someone other than its own employes," he said, adding that the men were not needed.

After the judge's action, U. S. marshals ordered the pickets to leave, and the Woods' projectionists were instructed by their union to report back to work.

Pre-Holiday

(*Continued from page* 1)

tion of an upturn at the weekend and next week as the influx of school-free children and their elders grows.

Spurred on by its 11 Academy awards, "Ben-Hur" rolled up $48,500 for the week ended today at Loew's State. At the Capitol, the "Unforgiven" recorded $50,280 for its first five days.

"Please Don't Eat the Daisies," at Music Hall, shot up to $180,000 for the week. A combined figure of $17,000 was noted at the Forum and Trans-Lux 52nd Street, where "Our Man in Havana" is in its 11th week.

Business was characterized as "good" at the Criterion and Sutton where "Suddenly, Last Summer" is closing after runs of 16 weeks. At the Guild "The Mouse That Roared," in its 24th week, did a successful $6,500 through last Sunday. "Wake Me When It's Over" was reported as "average" at the Paramount.

"Conspiracy of Hearts" concluded its first week at the Victoria with a gross of $19,000. "On the Beach" closes today at the Astor after a 17-week run.

W. Pa. Allie

(*Continued from page* 1)

dependent Exhibitors of New En
with a view to bringing both org
tions back into the national
fold.

On the pacification committe
Al Myrick, new Allied pres
Trueman Rembusch, chairman
lied's emergency defense comn
and Irving Dollinger, national
board member from New Jersey
TO, which itself had given som
sideration to resigning from
States following the annual
meeting at Miami Beach last D
ber.

Hendel said that Western Pe
vania Allied is receptive to the
jected peace talks "because na
Allied is still an important org
tion" and "we want to get to
if we can find a common m
ground."

Warns of 'House Divided'

Hendel added: "A house divi
no good. We bear no enmity t
national Allied. Ours is one of it
est units and we sincerely hop
can reach a mutually agreeable u
standing."

The Western Pennsylvania
New England organizations res
from national Allied in Decemb
ter a stormy board meeting mark
the surprise election of Myrick t
Allied presidency. At least four
Allied units were reported consi
withdrawing but none did an
Chicago board meeting last mont
played a new amity that indicat
internal differences have bee
solved. In addition, Myrick repo
took the initiative in trying t
Western Pennsylvania and New
land back again.

N.E. Allied Non-Committal On Peace Overtures

BOSTON, April 12.–Officials
dependent Exhibitors of New En
indicated they have not been
tacted by national Allied officia
for a discussion of their diffe
with the national organization l
to a possible renewal of memb
therein.

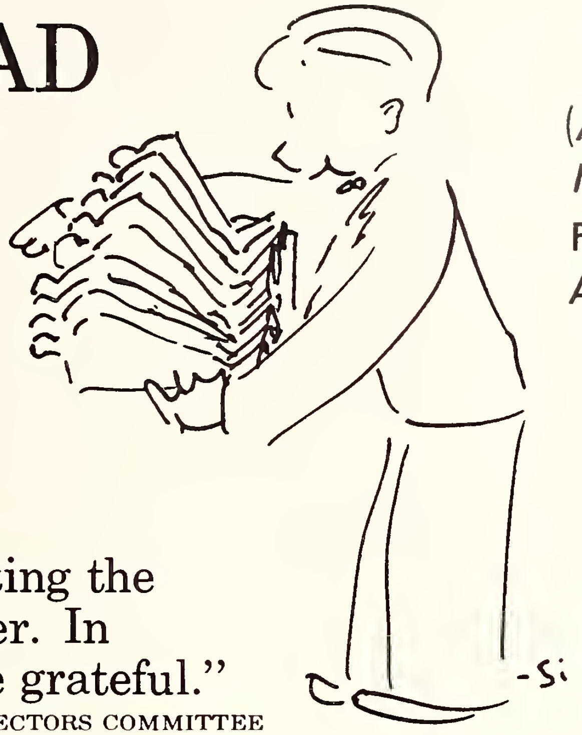
One official, non-committal
IENE's attitude on rejoining na
Allied, said in reply to a qu
"Naturally, we'll meet them if
want to talk to us."

S. I. Adler Dies

LONDON, April 12.—S. I.
member of the board of Co
Pictures in Great Britain, died S
in his home here. Adler, former
the Bank of England, was Colu
consultant on finance and ba
and was considered one of Eng
top authorities in this field.

HUGO A. CASOLARO MARTIN
C and G film effects,
1600 BROADWAY, N.Y.
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOG
• ANIMATION • TITLES
• ART WORK • B & W and
A Complete Service for Film Produ

"WISH WE HAD A LOT OF OSCARS TO GIVE YOU!"



(AND THANKS M. P. DAILY FOR A BIG ASSIST!)

"You made our job of promoting the 1960 Academy Awards easier. In behalf of the industry we're grateful."

—MPAA ADVERTISING AND PUBLICITY DIRECTORS COMMITTEE

THANKS TO YOU ALL:

The 4,058 Promotion Minded Exhibitors who joined up.
Compo.
TOA.
Allied States Association.
Compo of Canada and many other Exhibitor organizations.
The MPAA Sales Managers' Committee.
The Field Exploiteers of the Industry.
NBC-TV and Radio Promotion and Publicity Staffs, (East and West).
Canadian Broadcasting Corporation TV and Radio Networks.
Academy of Motion Picture Arts and Sciences Public Relations Committee.
Advertising agencies serving the industry.
The industry newsreels.
Pepsi-Cola (Exhibitors' Contest).

COOPERATING COMMERCIAL ORGANIZATIONS:
Harshe-Rotman, Inc.
DeLuxe Laboratories.
W. J. German, Inc.
National Screen Service.
Vincent Trotta.
Fred Weidner, Inc.
Ideal Photographers and Engravers.

SPECIAL ART:
Al Hirschfeld.
Julius Kroll.
Stanley Kohn.
Avrom Winfield.
Hennegan Company.

And the nation's mass media, newspapers, magazines, television, radio, outdoor.

Construction Started On New N. J. Theatre

Special to THE DAILY

PARAMUS, N.J., April 12. – Construction of the Mall Theatre, a new 600-seat operation which will be part of the Bergen Mall Shopping Center on Route 4, has begun here. An opening is planned for June, according to Charles B. Moss, president of the B. S. Moss Theatre Circuit, owners of the theatre.

Invitational Premiere For 'Fugitive' Tonight

More than 1,000 motion picture industry leaders and show business personalities will attend the invitational premiere of Tennessee Williams' "The Fugitive Kind" at the Astor Theatre this evening.

The United Artists release, starring Marlon Brando, Anna Magnani and Joanne Woodward, will begin its dual New York engagement at the Astor and Plaza Theatres on Thursday.

'Young' Gross $94,000

"Because They're Young" grossed a huge $94,000 in its first five days in Los Angeles, according to Columbia Pictures. Film opened in an 18-theatre multiple-run.

Decca Expects Top Earnings

(*Continued from page 1*)

told stockholders at the Universal home office here.

The president said that earnings this year might exceed $3.00 per share, compared with the $1.81 recorded last year. Top annual mark to date is $2.84 per share in 1956.

If earnings continue to be as good as they are now, the company's 25-cent quarterly dividend will be increased, Rackmil said, adding that the next dividend meeting will be held in June.

He reiterated in answer to a question from the floor that there are no plans to merge Decca with Universal. Because Decca record sales have increased over the first quarter of 1959, "we've got to work and push for more profits," he said. He added that the records division is substantially in the black.

89% of Stock Represented

Stockholders present yesterday represented 89.03 per cent of Decca's outstanding stock. They reelected all six members to the board of directors who, in turn, reelected incumbent company officers. Peat, Marwick, Mitchell & Co. were reappointed as company auditors for the ensuing year.

Relected company officers were Rackmil, president; Leonard W. Schneider, executive vice - president; Louis A. Buchner, vice-president and treasurer; Milton Gabler, vice-president; Martin P. Salkin, vice-president; Samuel Yamin, secretary; Isabelle Marks, assistant secretary, and Irving E. Wiener, assistant treasurer.

Directors are Rackmil, Schneider, Martin P. Salkin, Albert A, Garthwaite, Harold I. Thorp and Samuel H. Vallance.

It was reported that Decca owns 777,985 shares or 87.1 per cent of Universal's common stock, being 83.2 per cent of the company's voting stock.

Queried on 'Spartacus'

When questioned about "Spartacus'" bookings, Rackmil said the company has not entered into any contracts besides the one with Walter Reade, Jr., calling for Reade to pay an advance of $1,000,000 prior to the opening in October at the De Mille Theatre here. Rackmil added, however, that he is on the lookout for subsequent booking deals and will make them if they they seem to be lucrative enough.

The fact that Universal intends to put 15 pictures into production in the next four or five months should satisfy stockholders who question the company's production policy, Rackmil said.

Variety Convention Will Repeat Forums

The forum discussions which pr
so popular when initiated as a fea
of last year's convention will be
peated when Variety Clubs Inte
tional meet in Toronto, Canada, s
ing May 31, it is announced by I
national Chief Barker George Eby
J. J. Fitzgibbons, Jr., general con
tion chairman.

Rotus Harvey of San Franc
second assistant international
barker, has been appointed coordi
of these group discussions w
evoked such lively interest last
Harvey expects to announce nam
panelists within the next week. M
bership, fund-raising, entertain
and public relations will be ar
subjects scheduled.

All sessions will be held on
morning of Thursday, June 2, in
Royal York Hotel and are expect
attract a considerable number of
iety conventioneers since they t
upon so many aspects of successfu
operation, Harvey stated.

'Havana' Cracks Rec

"Our Man in Havana," a
Reed production for Columbia
tures release, cracked the all
house record at the Squirrel Hill
tre in Pittsburgh with a Saturday
of $2,237, Columbia reported.

a bright, new Oscar, if you please for

THE SCREEN ACTORS GUILD

which has demonstrated by successful collective bargaining that

*** "All Your Strength Is In Your Union"**

** Longfellow said it a century ago and it's still true today that UNITY is the key to effective trade unionism.*

Fraternal congratulations,

AMERICAN FEDERATION OF MUSICIANS, AFL-CIO

Herman Kenin, *President*

All
News
hat
News

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 72 NEW YORK, U.S.A., THURSDAY, APRIL 14, 1960 TEN CENTS

ie Lovers' Case

cago Censor
v Is Ruled
astitutional

Defends Controls;
'rivilege of Appeal

Special to THE DAILY

ˌGO, April 13. – This city's
p ordinance was upheld as
onal in U. S. District Court
y by Judge William J. Camp-
banned the exhibition here
ench film "The Lovers." The
d that the theme of the pic-
centered around, and domi-
, sexual play and gratifica-

4-page opinion Judge Camp-
d that the censorship ordi-
the City of Chicago is not
pre-censorship blocking pro-

Continued on page 4)

Skiatron Hearing
oned Until Apr. 28

om THE DAILY Bureau

INGTON, April 13. – Se-
and Exchange Commission
examiner Robert N. Hislop
stponed until April 28 fur-
eedings in connection with
acy and adequacy of a stock
on statement filed by Skia-

Continued on page 4)

Allied Group to
V. Pa. on Tuesday

Special to THE DAILY

NAPOLIS, April 13. – The
Allied States committee dele-
try to persuade the Western
ania Allied T.O. and the In-
it Exhibitors of New England
e membership in Allied will
first meeting next Tuesday
ourgh with officials of the
Pa. group. No date has been
meeting with I.E.N.E. but
pected in the next two weeks.
its resigned last December.
ie peace committee are Al
Trueman Rembusch and Ir-
linger.

Administration Objection to Higher Minimum Pay Clarified by Commerce Secretary at House Hearing

From THE DAILY Bureau

WASHINGTON, April 13.–The official Eisenhower Administration position –opposition to a higher minimum wage at this time–was made clear today by Commerce Secretary Frederick Mueller in testimony before a House labor standards subcommittee. Mueller endorsed extension of coverage of the Federal wage law to about 2½ million additional workers, of whom about 400,000 now received less than $1 hourly.

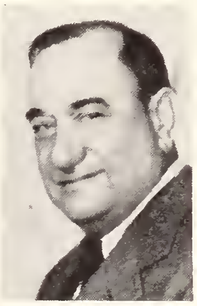
The commerce secretary noted that "where a business is essentially local in character, it would seem that business and the working conditions of its employees should remain under regulation by local authority in the light of conditions prevailing in the area."

Though Mueller said he agreed with a report to Congress by Labor Secretary Mitchell in which it was said that a "modest increase" in the minimum wage would not ruin low-wage industries or create unemployment, he made it clear that he did not personally believe this to be desirable. The size of any "modest increase" he would leave to Congress.

Richards, Saenger Co-Founder, Dies

Special to THE DAILY

NEW ORLEANS, April 13. – Funeral services for E. V. Richards, Jr., co-founder of Saenger Amusement Corp., and industry pioneer, who died at Foundation Hospital here Tuesday night following an illness of several months, will be held tomorrow morning from the House of Bultman funeral parlors.


E. V. Richards, Jr.

Richards, who was 74, is survived by the widow, the former

(Continued on page 2)

Consent Decree Signed In Mexican Distribution

From THE DAILY Bureau

WASHINGTON, April 13.–Acceptance of a consent decree coincided with the filing of a civil anti-trust complaint in connection with the distribution in the U.S. of Spanish-language films produced in Mexico, Attorney General Rogers announced today. Defendants are: Azteca Films, Inc.; Clasa-Mohme, Inc.; and Mexfilms, Inc., all of Los Angeles, and a Mexican firm, Cinematografica Mexi-

(Continued on page 2)

Warners Resuming Production with 4

From THE DAILY Bureau

HOLLYWOOD, April 13.–Predicting a future of substantial progress for motion pictures, Jack L. Warner, president of Warner Brothers, today announced that the company is resuming production with four features

(Continued on page 4)

20th-Fox to Release Six to Eight Films Per Month for Rest of Year

By SAUL OSTROVE

In spite of the handicap of production delays caused by the 32-day actors' strike, Twentieth Century-Fox will release at least six to eight films a month for the rest of the year, it was learned yesterday.

A significant factor in the heavy slate of films is a number of top European pictures the company has acquired. As evidence of the quality of these pictures it is pointed out that many have been or soon will be entered in major film festivals on the Continent.

Two of the foreign films are Italian color spectacles—"Aphrodite," acquired

(Continued on page 4)

On TV Residuals

'IA' May Ask Reopening of Studio Pacts

Walsh for It But Leaves Decision to Studio Unions

From THE DAILY Bureau

HOLLYWOOD, April 13.–IATSE is regarded as likely to ask for a reopening of its contracts with Hollywood studios on the basis of last week's settlement of the Screen Actors Guild strike which makes provision for payments to SAG of television residuals on films made after Jan. 31, 1960.

The IA's studio basic agreement, and its contracts with individual employers here, permit it to request a reopening of its contract for negotiation of payments from television resi-

(Continued on page 4)

No Plans to Probe Quotes in Film Ads Here

New York District Attorney Frank S. Hogan's office has no plans at present to investigate the possibility that "false and misleading" advertising is being used in motion picture ads appearing in dailies here, a spokesman for Hogan said yesterday.

An investigation into quotes from

(Continued on page 4)

WGA, AMPP Meet Monday; Directors Negotiating Today

From THE DAILY Bureau

HOLLYWOOD, April 13. – The Writers Guild of America will meet with the Association of Motion Picture Producers on Monday at 2 P.M. to reopen negotiations for a new contract and aim for an expeditious settlement of its strike.

The directors guild will have its initial negotiation meeting tomorrow at AMPP headquarters. Negotiators for Alliance of Television Producers will join AMPP at the bargaining session, as they did on the last contract, since the directors' contract is an overall agreement covering television.

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Boston today from New York.

•

GUALBERTO FERNADEZ, managing editor of *El Debate,* Montevideo daily, is in New York from Punta Del Esta, Uruguay, where he was chief of press for the film festival there. He was also director of the film festival held last month in Cartajena, Colombia.

•

HOWARD LEVINSON, assistant secretary of Warner Brothers, became a grandfather for the first time on Monday with the birth of twins, DAVID ALLAN and LAURIE ANN, to his daughter-in-law MRS. PETER LEVINSON.

•

JACK ATLAS, of the M-G-M studio advertising-publicity staff, has arrived in Seattle from Hollywood.

•

RAY STARK, producer of "The World of Suzie Wong" for Columbia, will return to New York today from London.

Actors Equity Seeks Pension Plan Here

Actors' Equity Ass'n. will present demands for a pension for its members to the League of New York Theatres at a meeting of the two groups at the Hotel Astor here tomorrow. The present three-year contract with the producers expires on May 31.

In advance of that meeting Equity's New York members will confer today at the Edison Hotel to discuss the forthcoming negotiations.

In a statement on the pension issue released yesterday, Ralph Bellamy, Equity president, said, "We must have an ample and practical pension. It is consistent with the national economy. It is long overdue. Public sentiment is with us."

Equity is also seeking expansion of welfare provisions, improved minimum salaries, and improvement of working conditions.

Col. Dividend Set

Columbia Pictures' board of directors at a meeting held yesterday declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock of the company payable May 16 to stockholders of record May 2.

Richards Dies

(*Continued from page* 1)

Mrs. Elizabeth Russell, and nine children by a former marriage, Ernest Vincent III, John J., James T., Horace W., Julian S., William and Robert Richards, and Mrs. Elwood Clay and Mrs. J. Devereaux O'Reilly, Jr.

Also surviving are a stepmother, Mrs. Minnie Richards; two half-brothers, James W. and Charles E. Richards, and a half-sister, Mrs. Minnie Butler, all of New Orleans; a sister, Mrs. S. L. Freeman of Bennettsville, S.C.; a half-brother, Fred E. Richards of Alexandria, La., and two half-sisters, Mrs. W. G. Horne, Houston, and Mrs. Robert M. Pate, Texarkana, Tex.

Native of North Carolina

Born in Wilmington, N. C., Richards entered show business at an early age, starting with an Edison projection machine in North Carolina opera houses, then traveling with the film "A Trip to the Moon," which he exhibited. He also worked with road shows (carnivals), tent shows and amusement parks. He joined the late Julian and A. D. Saenger in theatre operation in Shreveport, La., in 1910, and with them became one of the organizers and a part owner of Saenger Amusement Co., which established headquarters here in 1915.

Saenger expanded through 11 Southern states, and had operations in Cuba, Jamaica, Panama and Costa Rica, aggregating about 200 theatres at the peak in 1929 when it sold out to Paramount-Publix Corp. Richards then became president of the Paramount subsidiary, Saenger Theatres Co., which in addition to its own operations, held a half ownership in what later became the Wilby-Kincey Theatres, the Florida Sparks circuit, Dent Theatres, Jefferson Amusement Co. & East Texas Theatres, and the Wilcox-Saenger Co. of Panama.

An Organizer of First National

He was an associate of the late J. D. Williams and T. L. Tally and others in the organization of First National Pictures, and at the time of its sale to Warner Bros. was a member of the executive committee. He was a vice-president of the old Publix Theatres (Paramount Pictures affiliate) and after the Federal court decreed theatre divorcement he resumed operation of the Paramount-Richards Theatres in partnership with United Paramount Theatres. In 1950 he sold out to the latter (now American Broadcasting-Paramount Theatres) but continued up to his death as a trustee of United Theatres, Inc.

Rev. Drurie Hardin of the Episcopal Church of Pass Christian, Miss., and Rev. Cannon William S. Turner of Trinity Church here will officiate at the services. Interment will be in Metairie Cemetery.

'Fugitive Kind' Opens At Astor Theatre Here

Tennessee Williams' "The Fugitive Kind" was launched last night at the Astor Theatre here before a premiere audience of more than 1,000 show business personalities and motion picture industry leaders. The United Artists release begins its regular New York engagement today at the Astor and Plaza Theatres.

Film industry leaders at the premiere included Barney Balaban, president of Paramount Pictures; Abe Schneider, president of Columbia Pictures; George Weltner, Paramount vice-president, and Martin H. Poli, president of Gold Medal Studios, along with leading executives of U.A.

Say N.Y. Education Div. Counts Fees-Bill Cost

Special to THE DAILY

ALBANY, N.Y., April 13. — The State Education Department reportedly has filed with Gov. Nelson Rockefeller a memorandum estimating that the reduction in film license fees—as provided in the Savarese bill—would be approximately $200,000 a year, but otherwise taking no specific position for or against the measure.

There was a report today that the budget division might be opposed to the legislation. The division filed a memorandum of objection to a somewhat similar proposal in 1957, when Gov. Averell Harriman affixed a veto. He did so on the ground it would cost the state $285,000 in annual revenue.

The Savarese bill would not take effect until April 1, 1961, this date being set to overcome the objection that enactment might upset the budget for the fiscal year 1960-61.

Present Provisions Revised

The Education Department's stand is said to be that it is not primarily "a collection agency," that the law transferring the reviewing of motion pictures from the old bi-partisan motion picture commission to the education department, in 1927, mandated a schedule of fees, and that to this it has adhered, as part of the licensing process. The collected money goes into the state's general fund.

The present statute sets a charge of $3 per thousand feet on original film, and $2 per thousand feet, or fraction thereof, on prints.

The Savarese bill, vigorously advocated by motion picture industry organizations, would increase the rate to $4 per thousand feet on originals (those physically reviewed), but reduce the scale on prints to $6.50 for each additional "entire copy."

Governor Rockefeller has until midnight, April 30, to act on "30 day bills," of which the Savarese measure is one.

Mexico Decr

(*Continued from page* 1)

cana Exportadora, S. de R. L. de
Y. C. V., Mexico City. The sui
filed in the U.S. District Court f
Southern District of N. Y.

The first three distribute M
Spanish-language films in the
According to the Justice Depar
the distributors do over $5
in business annually, and exhibit
their films generates over $12
annually in box office receipts.
service about 500 U.S. theatres,
ly in New York, Texas, Los A
and Colorado.

The Mexico City firm,
Cimex, is a non-profit Mexican
ration jointly owned by the l
film producers in Mexico an
Banco National Cinematografic
exchange for financial assi
Cimex obtains the right to dist
Mexican motion pictures in th
and the rest of the world aside
Latin America and Mexico. Sinc
Cimex has acquired ownershi
control of all three American d
utors and thereby created a mo
situation which the anti-trust
intended to correct, the Depa
said.

No Tie-in Bookings

The consent decree provides,
other things, that there are to
tie-in bookings. It forbids exc
that would ban competition, a
sists that exhibitors be allowed t
cel bookings made 90 days or
advance, provides for no lic
"which unreasonably discri
any competing theatre."

It also bans any territorial d
among distributors or exhibitor
fendants in the suit may not ha
financial interests in theatres t
hibit their pictures. Defendant
not refuse to distribute Sp
language films produced by non
bers of Cimex. They may not
upon unreasonable clearance, n
they fix admission prices or set
gested minimum admission.

Teaching Custodian
Elect Board Membe

Election of Dr. Melvin Bro
to the board of Teaching Film
dians, Inc., the educational p
sponsored by the Motion Pictu
sociation, has been announce
following the 23rd annual
ing of the board at the Hote
more.

Dr. Mark Nay of Yale Uni
chairman of the board, announ
election of Dr. Brodshaug,
dean of the school of public r
and communication of the Un
of Boston. He fills the vacan
several years ago by the death
Karl T. Compton, former presi
the Massachusetts Institute of
nology.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

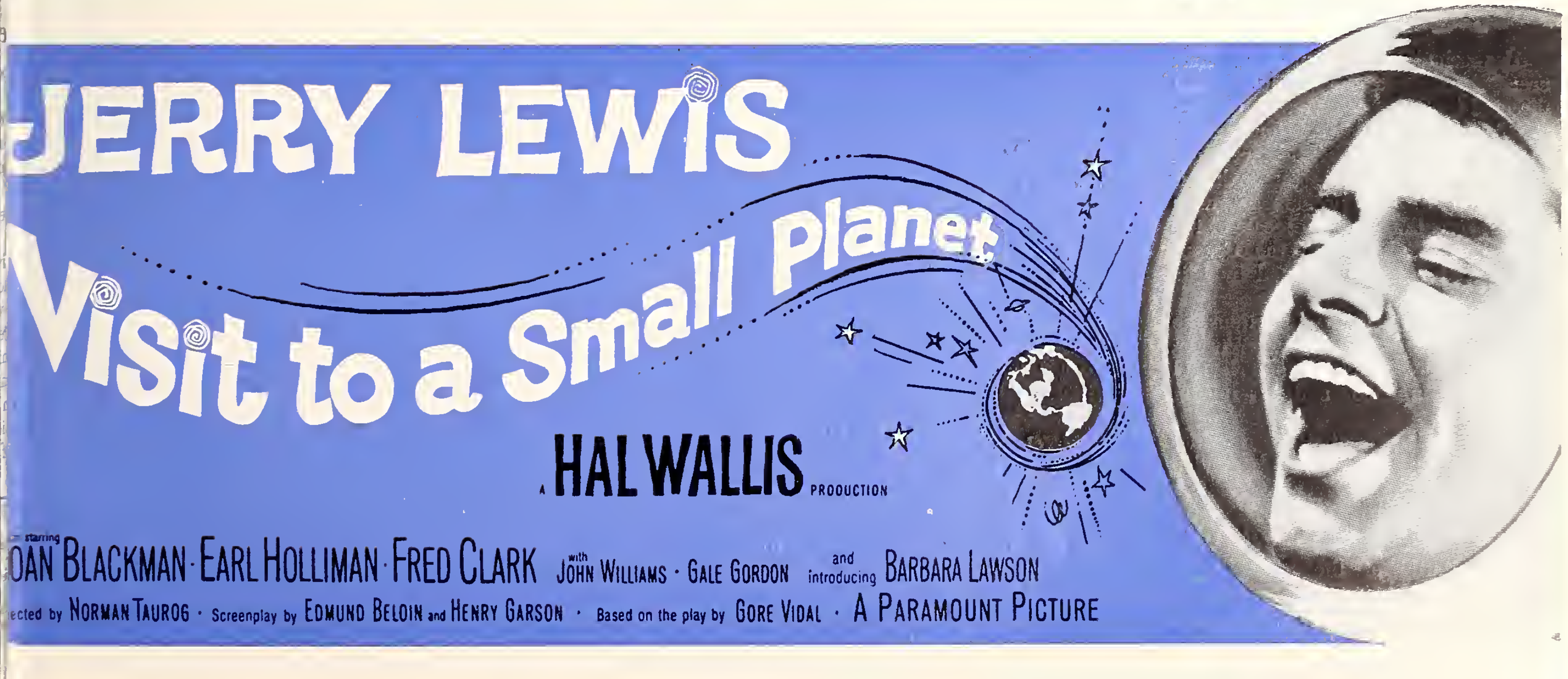
OUT-OF-THIS WORLD OPENINGS FOR PARAMOUNT'S "VISIT TO A SMALL PLANET"!

REATEST JERRY LEWIS GROSSER N YEARS! ROCKETS WAY BEYOND "DON'T GIVE UP THE SHIP"

(and 'Ship' played on July 4th!!!)

CHECK THE SENSATIONAL RESULTS IN

LOS ANGELES Multiple Run! **SALT LAKE CITY** Capitol! **SAN FRANCISCO** Golden Gate! **PITTSBURG** Penn! **ATLANTA** **BUFFALO** Paramount! **DETROIT** Michigan! **MILWAUKEE** Riverside! **DENVER** Multiple Run! **AND OTHER SITUATIONS BIG AND SMALL COAST-TO-COAST!**



starring OAN BLACKMAN · EARL HOLLIMAN · FRED CLARK with JOHN WILLIAMS · GALE GORDON and introducing BARBARA LAWSON

ected by NORMAN TAUROG · Screenplay by EDMUND BELOIN and HENRY GARSON · Based on the play by GORE VIDAL · A PARAMOUNT PICTURE

Variety Clubs to Give Prizes for News, Photos

An annual competition to reward the writer and photographer who best interprets the organization's varied activities in behalf of handicapped children is announced by Variety Clubs International. A third prize for the radio or television program to be determined on the same basis will also be made according to George Eby, international chief barker.

Winners in each category will receive a special trophy together with a cash award of $100. Anything published since May of last year, or broadcast during that same period, will be eligible for the first awards which will be judged at Variety's annual convention in Toronto, Canada. Local tents have been advised to submit entries to Variety's public relations representative Ray Bell by May 6.

Warner Bros.

(*Continued from page 1*)

scheduled to go before the cameras promptly following settlement of the actors strike against major studios.

Warner said the studio's schedule calls for continuing production of pictures of top quality, in which he anticipates unprecedented public interest.

"Warner Brothers looks forward with extreme enthusiasm and confidence to the months and years ahead," Warner said. "The studio has in readiness and in preparation a program of highest caliber."

Production activities at Warner Brothers have continued at a high level due to filming for television, he pointed out. Now theatrical picture production also will be resumed.

Inaugurating the schedule is "Sunrise at Campobello," which Dore Schary is producing from his prize-winning play, with Vincent Donehue directing a cast headed by Ralph Bellamy, Creer Carson, Hume Cronyn and others.

'Parrish,' 'Fanny,' 'Grass'

Also scheduled for an early start are: "Parrish," to be produced and directed by Delmer Daves, who leaves for Connecticut this week for location filming; "Fanny," to be produced and directed by Joshua Logan, who is now in Marseilles preparatory to a filming start in the actual locale of the story, and "Splendor in the Grass," to be produced and directed by Elia Kazan in the east.

Six other quality productions in preparation were listed by Warner, who pointed out the company has 11 pictures completed and ready for release.

"As other important story properties become available they will be added to our schedule," he said.

'Battle' Opens Monday

"The Battle of the Sexes," new British comedy being released here by Continental Distributing, will open at the Murray Hill Theatre on Monday.

'IA' May Ask

(*Continued from page 1*)

duals when the studios grant such participations to any other guild or union in connection with post-1948 pictures.

It was stated that Richard Walsh, IATSE president, said in New York today that IA would take the action called for under its contracts with each employer, in other words, will ask for the reopening for TV participation negotiations. Walsh, however, is said to have indicated it would be up to heads of the studio unions here to agree on when the step should be taken.

IA heretofore has stated that it will ask double the total of TV participations which are granted all other unions and guilds by the studios.

Today an IA Hollywood official said the International's local committee will want to review the final studio agreement with SAG before making a final decision on requesting a reopening of its contract, which does not expire until Jan. 30, 1961. On completion of the review, a proposal would then be made to Walsh for his decision and the setting of a date for the start of the negotiations.

Fox to Release

(*Continued from page 1*)

from Films-Around-The-World, Inc., and "Salammbo." 20th-Fox has distribution rights for the first in the U.S., Canada, Australia, New Zealand, South Africa, and the Philippines. Western Hemisphere rights were secured for "Salammbo."

Fox also has bought two French films, "Le Bossu" and "Austerlitz," the latter described as a color spectacle by Alan Silverbach, foreign sales supervisor.

"Bad" was the word used by Silverbach to describe the bulk of foreign films 20th-Fox has been screening lately for possible acquisition. The gore and spectacle are present, he said, but the stories themselves are dull. Only the top films were selected by Fox, he added.

As a result of its new schedule 20th-Fox expects to be in an especially good position next fall when the going may be bumpy for several other major companies whose output was curtailed by the strike.

SEC-Skiatron

(*Continued from page 1*)

tron Electronics and Television Corp.

It is understood that attorneys for SEC and for the company and its officers have virtually reached agreement on stipulations concerning the company's business affairs and stock activities.

Change 'Scent' Policy

"Scent of Mystery," the Michael Todd, Jr., film in Smell-O-Vision!, will change from a reserved seat policy at the Warner Theatre here to a continuous run today. A 70mm cartoon called "Tale of Old Whiff" has been added to the program. Popular prices will now prevail.

Soviet Ministry Selects 4 Science-Fiction Films

From THE DAILY Bureau

HOLLYWOOD, April 13. – Reflecting Russian interest in science-fiction and action subjects, the Soviet Ministry of Culture has selected four Roger Corman Film Group productions for release.

Negotiations are now being finalized in London by Irving Allen, president of Astral Films of Canada, who represents various producers in foreign markets. Allen just returned to London from Moscow screenings for ministry of culture.

Independently Produced

The four were the only films chosen from a field of 21 submitted in that category by Allen. The four Film Group releases chosen are "Wasp Woman," "Beast from Haunted Caven" "Ski Troop Attack" and "Battle of Blood Island." None is from a major U.S. producer.

Allen will remain in London for two more weeks to wrap up details of negotiations for the Film Group. He will then come to Hollywood to confer with Corman before returning to Astral's Toronto headquarters.

Anti-Trust Argument Is 'Bad Management'

Special to THE DAILY

KNOXVILLE, Tenn., April 13.—It was "bad management" that caused the failure of two theatres here rather than a "conspiracy" among competitive theatres and the major distributors, a defense attorney said today as argument began in a million-dollar anti-trust suit.

Plaintiff in the case is New Amusements, Inc., operators of the Pike and Tower Theatres here, and defendants, in addition to the film distributors, are Knox-Tenn Theatres, Inc., Wilby-Kincey Theatres, and the Riviera Theatre Corp. Plaintiffs claim that defendants conspired to keep first-run pictures from being exhibited at the two theatres and that substantial losses were suffered by the owners as a result.

Seeking to refute the claim, the defense attorney also pointed today to the "general decline" in the motion picture business as another reason for the losses suffered at the Pike and Tower. A long trial is anticipated, perhaps six weeks.

No Plans to Probe

(*Continued from page 1*)

critics' reviews used in legitimate theatrical ads came to light yesterday when an assistant district attorney wrote *The New York Times* asking that it furnish him with copies of "any and all critical reviews in this paper" about certain plays.

But unless a definite complaint is made in connection with a film ad, the spokesman said, there is nothing to investigate. A person who places a misleading ad in a publication is subject to prosecution for a misdemeanor. This is punishable by a $500 fine and a year in jail.

Chicago Ruli

(*Continued from page 1*)

duction of a film. Instead, he hel
merely sets up an administrative
terference" with the public exhib
of a picture. Such "interference,
added, can always be reviewed b
courts.

The jurist held that the film in
tion "whets the sexual appetite,"
in one bedroom scene "registers e
possible emotion of sexual feeling
pleasure."

An injunction had been sough
Zenith International Pictures of
York to require the City of Chi
to permit the showing of the
which had been banned by the
tion Picture Board on Sept. 21.

Judge Campbell was shown the
privately on March 17.

Judge Campbell disagreed stro
with the idea that censorship, as
is costly to the Hollywood produ
companies. He strongly criticized
lumbia Pictures, which won a
decision which permitted the sho
of "Anatomy of a Murder" here.
Judge Campbell:

"The publicity following the
sion was, in my opinion, disrespe
to the dignity of the United S
court, in that it resulted in
financial gain to the exhibitors."

Judge Campbell suggested th
some faults be found in the proce
for imposing censorship "it seem
more logical to me to correct
procedure than to abolish censo
entirely."

Reject Plea to Exem Cinerama from U.K. Le

From THE DAILY Bureau

LONDON, April 13.—A plea
Cinerama to be exempted from
film levy on the ground that it
something different from the re
the cinema industry was rejecte
the House of Lords last week.
House was debating the governm
new regulations which extend the
to cover exhibitors playing "
screen" films like Todd-AO and
rama.

Putting the case for Cinerama,
Brentford pointed out that wh
ordinary films went on circuit,
rama was shown at only one cine
England. It is no more reasonab
put a levy on Cinerama for the
fit of the film industry than it w
be to put it on "My Fair Lady,
said.

Lord Brentford an Adviser

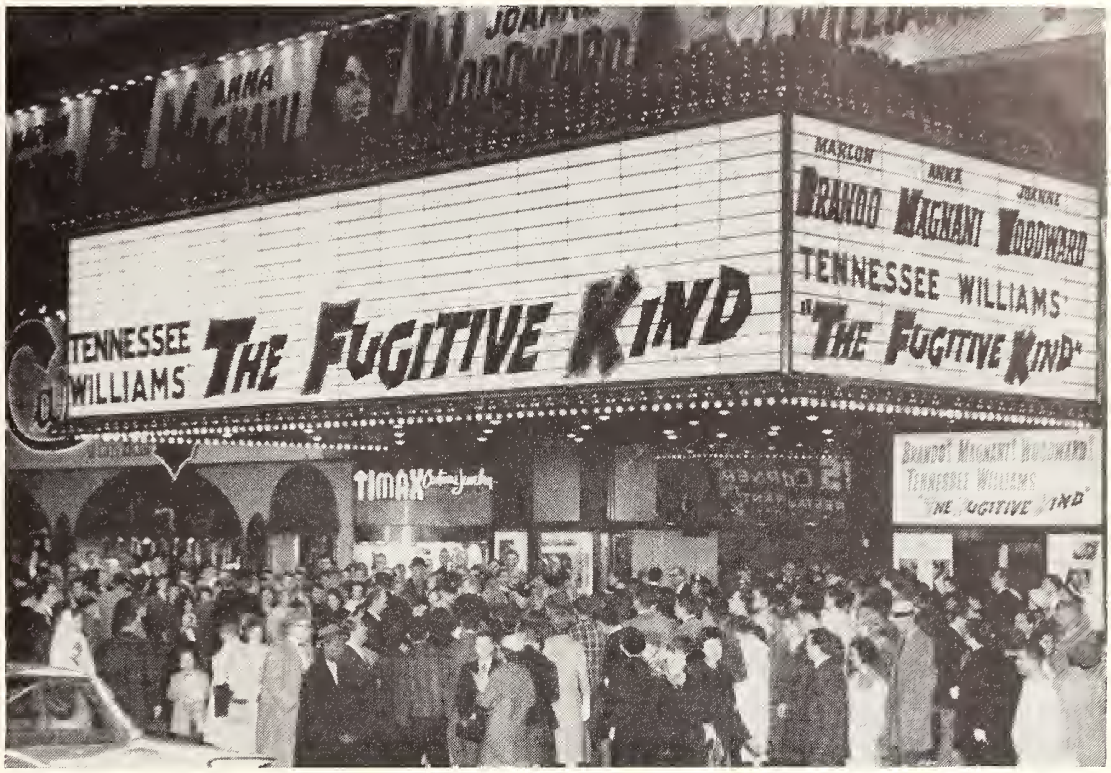
Lord Brentford is described as
fessional adviser to a company
tributing and exhibiting Cinerama

Replying on behalf of the go
ment, Lord Dundee, Minister wit
Portfolio, said that when the
Todd-AO and Cinerama experin
began it was felt reasonable to
them to find their feet unhamp
by having to pay the levy. Now
new techniques seem to have go
far as they are likely to go, and
is no longer a reason why they sh
be exempt.

EW YORK HAILS WILLIAMS' "THE FUGITIVE KIND"

TENNESSEE WILLIAMS'
"The Fugitive Kind" was
unched last night at the As-
r Theatre before a world
remiere audience of more
an 1,000 show business per-
nalities and motion picture
dustry leaders. Produced by
artin Jurow and Richard
hepherd, the United Artists
elease stars Marlon Brando,
nna Magnani and Joanne
oodward. The world pre-
iere at the Broadway show-
ise highlighted a full-scale
ublicity drive penetrating all
edia.

Directed by Sidney Lumet
nd co-starring Maureen Sta-
leton and Victor Jory, "The
ugitive Kind," begins a si-
ultaneous East Side-West
ide engagement at the Astor
nd Plaza theatres today.


TENNESSEE WILLIAMS THE FUGITIVE KIND
MARLON BRANDO ANNA MAGNANI JOANNE WOODWARD
TENNESSEE WILLIAMS' "THE FUGITIVE KIND"
TIMAX

The world premiere of "The Fugitive Kind" draws thousands of curious onlookers. Police barriers were put up to contain the Broadway throngs.

ctor Sidney Lumet arrives with
Lumet (Gloria Vanderbilt).

NBC Monitor's Fitzgerald Smith interviews Natalie Wood and Bob Wagner. Highlights of the event were broadcast to millions as part of United Artists' publicity drive.

Shown arriving at the gala opening are Mr. and Mrs. Moss Hart (Kitty Carlisle).

king their film's world premiere are producers Martin Jurow
Richard Shepherd, with producer's representative Seymour
(center).

William J. Heineman, UA vice-president, and Mrs. Heineman attend with their son, John, and Miss Lydia Jordan.

(Advt.)

AN ANNOUNCEMENT OF IMPORTANCE TO YOU

from COLUMBIA...about TRAILERS, POSTERS and ACCESSORIES!

Effective September 1, Columbia Pictures will create, manufacture and distribute its own trailers, posters and accessories for all its domestic releases.

Because of the investment in and the quality of the product Columbia is now releasing, we feel it is in the best interest of our affiliated independent producers, our exhibitor customers and our company itself to assume direct control of these extremely important advertising and promotion tools.

This new move is a logical step in keeping with the "Columbia formula" of supplying independent producers with as many company services as practicable. We feel the creation and handling of such important sales aids should receive the same individual care that goes into the production and distribution of the feature films themselves.

The sales and distribution of the trailers, posters and accessories will be handled through our regular exchanges throughout the country. Please note that only trailers made and sold by Columbia will include film scenes from Columbia releases.

Your Columbia representative will shortly contact you to fill you in on the complete details covering this new Columbia operation.

All
ie News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

87, NO. 73 NEW YORK, U.S.A., FRIDAY, APRIL 15, 1960 TEN CENTS

plements 'Barker'

lemeter in
il Drive for
ibscribers

Is Studying Etobicoke Program Preferences

Special to THE DAILY

RONTO, April 14. – Early re- from Telemeter indicate that eter customers are like theatre-

ey are selective, buying as the -goers buy at the competing s," said an official.

rns from the Telemeter Etobi- operation near here, now well ts second month, have been up by the lack of a proper achine. This is to be supplied Telemeter Magnetics Memory The difficulty in manually read- e tape is that there are 24 te codes to decipher.

films have deliberately been up by Telemeter to find out the public wants. Such recent

(Continued on page 6)

-Can' Injunction ied in Philadelphia

Special to THE DAILY

LADELPHIA, April 14.—Judge lliam Kraft, Jr. of the United District Court here, today a petition for a temporary tion to halt the showing of 20th ry-Fox's "Can-Can," which is open May 4 at the Midtown e.

Federal Court action began at . on Friday, April 8, and lasted :35 P.M. that same evening. An

(Continued on page 6)

r-Mountain Seeks e-In at S.L.C.

From THE DAILY Bureau

SHINGTON, April 14. – Inter- ain Thaetres, a wholly-owned iary of AB-PT, proposes to ask permission to acquire the Ro- Motor-Vu, a drive-in theatre alt Lake City, Utah.

theatre, which holds 900 cars, after first run. It is about seven

(Continued on page 6)

FPC's 1959 Net Is $2,259,058

Special to THE DAILY

TORONTO, April 14. – Famous Players Canadian Corp. today reported net profit of $2,259,058 for 1959, compared with net profit of $2,682,908 in 1958.

J. J. Fitzgibbons, president, attributed the decline in a letter to stockholders to poorer quality of pictures in 1959 and to weather conditions during the early part of the year and during the summer months which discouraged theatre attendance.

The 1959 net included a profit of $298,499 on sale of fixed assets, compared to $248,781 the year before. During the year, Fitzgibbons said the company sold six small theatres and one small non-theatre property. On

(Continued on page 6)

Albany Paper Warns Exhibitors on Ad Copy

Special to THE DAILY

ALBANY, N. Y., April 14.—Hearst's *Times-Union*, the only seven-day paper hereabouts, has run up a flag of warning on objectionable motion picture advertising.

It did so via a letter sent to all Albany area theatre operators, seeking their cooperation in an effort to

(Continued on page 6)

Directors and Producers Open Pact Negotiations

From THE DAILY Bureau

HOLLYWOOD, April 14. – Representatives of the Directors Guild of America met today with negotiators for the Association of Motion Picture Producers and the Alliance of Television Film Producers in an initial review of directors' demands for a new contract. The old pact expires on April 30.

No statement or comment was made at the close of a two-hour session, but it was reported that a time for another meeting will be set shortly to continue the negotiations.

U.A. Buys ½ Hour Radio Time for Drive

United Artists is launching a special radio campaign to promote the company's current and coming film releases and United Artists record releases, it was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation. As part of the merchandising drive, UA has purchased a half hour of radio time on station WADO in New York to be devoted to presenting dramatic highlights from its films and records. The program will be broadcast on April 21 from 6:30 to 7:00

(Continued on page 6)

$2.62 Per Share

Para. Earnings For 1959 at $4,410,000

Compares with $4,567,000 Recorded in Previous Year

Barney Balaban

Paramount Pictures Corp. had consolidated net earnings from ordinary operations for the year 1959 of $4,410,000 or $2.62 per share based upon 1,683,598 shares outstanding at January 2, 1960, it was announced yesterday by Barney Balaban, president. Total consolidated earnings are $7,519,000 or $4.47 per share and include $3,109,000 or $1.85 per share of income

(Continued on page 3)

Capra Going to Brazil With Industry Greetings

From THE DAILY Bureau

HOLLYWOOD, April 14.—In a signal honor to the American motion picture industry, Frank Capra, president of the Directors Guild of America, has been invited by Juscelino Kubitschek, president of Brazil, to represent Hollywood at the dedication of

(Continued on page 6)

M-G-M's Six Months Net Reported At $3,739,000; Strike Effects Felt

Consolidated net income of Metro-Goldwyn-Mayer for the first half of the current fiscal year, the 28 weeks ended March 17, was reported yesterday by Joseph R. Vogel, president, at $3,739,000, equal to $1.47 per share on the 2,539,988 shares outstanding at the end of the period.

Joseph R. Vogel

The result compares with consolidated net of $4,798,000, or $1.80 per share on 2,668,388 shares outstanding, in the corresponding 1958 period.

Earnings for the second quarter of the current fis-

(Continued on page 2)

Campaign on to Get 'Ben-Hur' for Hoosiers

Special to THE DAILY

CRAWFORDSVILLE, Ind., April 14.—A campaign sponsored by the Ben Hur and C-Ville drive-ins here, operated by Syndicate Theatres of Franklin, Ind., has been launched to attempt to get "Ben-Hur" for an early engagement at the Strand Theatre here, where Gen. Lew Wallace, author of the book, resided.

The campaign has produced a resolution by the Montgomery County

(Continued on page 6)

MPAA Annual Meeting Now Set for Monday

The annual membership and board meetings of the Motion Picture Association of America, postponed from earlier this month because of the Hollywood strike, have been re-scheduled for Monday at the association's offices here.

Eric Johnston, president, will preside at the meetings which are scheduled to reelect the association's directors and officers.

PERSONAL MENTION

WILLIAM PERLBERG, co-producer with **George Seaton** of "The Rat Race" for Paramount, will arrive in New York from Hollywood on Monday, enroute to Europe.

•

Harry Cluster, former executive of Allied Motion Picture Theatre Owners of Maryland, is in Mt. Sinai Hospital, Baltimore, following a heart attack.

•

Peter Sellers, British actor, will arrive in New York at the weekend from London.

•

Harry Feinstein, Stanley Warner zone manager, has returned to New Haven, Conn., from Albany, N. Y.

•

Milton Brockett and **W. C. Patterson**, bookers for Crescent Amusement Co., Nashville, have returned there from Atlanta.

•

Mrs. Carmen Bunch, booker for the 6th Naval District, Charleston, S. C., has returned there from Atlanta.

•

Mel Brown, Georgia circuit operator, has left Atlanta for a vacation in South America.

Lamont Scores Sinatra

Dr. Corliss Lamont, vice chairman of the Emergency Civil Liberties Committee, yesterday protested to Frank Sinatra the actor-producer's recent dismissal of Albert Maltz as script writer for the film, "The Execution of Private Slovik." Lamont called the Sinatra action "a surrender to the worst enemies of democracy and civil liberties in this country."

Correction

"The World of Suzie Wong," a Paramount release, was incorrectly identified with another distributor in a story in Motion Picture Daily yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYDN
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MGM 6-Mo. Net $3,739,000

(*Continued from page 1*)

cal year amounted to 76 cents per share.

Vogel pointed out that in view of the curtailment of film production activities caused by strike action taken by the Screen Actors and Screen Writers Guilds during the second quarter, releases of available pictures was slowed down, adversely affecting the company's motion picture earnings for the period. Television and all other company activities showed improvement.

Precautions Taken

During the negotiations prior to the actual work stoppage, it became increasingly evident that new production might be halted, Vogel said. Accordingly, the company took steps to cushion the effect of the strikes by making reductions in operating costs and slowing down the release schedule of new pictures from two pictures to one picture a month, starting in January of this year. Naturally film rentals on the decelerated release schedule have been lower, he pointed out.

M-G-M's gross revenues for the first half amounted to $65,147,000, compared to $70,498,000 in the corresponding period the previous year. Film production and distribution revenue was $49,181,000, against $55,018,000 in the 1958 half; television, $7,982,000, against $8,417,000; records and music, $7,291,000, against $6,636,000, and interest income, etc., $693,000, against $427,000.

Net income from film production-distribution and foreign theatres in the first half of the current year was $1,393,000, against $6,295,000 in the previous year; television, $5,402,000, against $4,414,000; records and music, $1,469,000, against $1,398,000, and interest income, etc., $693,000, against $427,000.

Sees 'Ben-Hur' as Greatest

Vogel predicted that "Ben-Hur" will be the greatest box office attraction ever presented. By July, it will be playing in 75 cities. He reported optimistically on the company's television productions for fall showing, and said MGM record sales reached an all-time high in the second quarter.

Sons of Richards Are Pallbearers at Rites

Special to THE DAILY

NEW ORLEANS, April 14.—Funeral services were held here today for E. V. Richards, Jr., co-founder of Saenger Amusement Corp., and industry pioneer, at the House of Bultman funeral parlor, following religious rites conducted by the Rev. Canon William S. Turner of Trinity Episcopal Church and the Rev. Canon Drury Hardin, of the Episcopal Church of Pass Christian, Miss. Active pallbearers were Ernest V. Richards, III, John J. Richards, James T. Richards, Horace V. Richards, Julian S. Richards, and William G. Richards, all sons of the deceased.

Honorary pallbearers were Maurice F. Barr, Judge Wayne Goorah, C. J. Briant, Gibbons Burke, N. L. Carter, Lucas Connor, Wallace M. Davis, George S. Dinwiddie, Gaston J. Dureau, Jr., George W. Healy, Joseph M. Jones, Dr. Alton Oehener, Harry K. Oliphant, Charles Rosen, II, Philip Werlein, IV, Marshall Ballard, Jr., and John F. Tims.

Irene Sharaff Signed

HOLLYWOOD, April 14.—Irene Sharaff has been signed by the Mirisch Co. and producer Robert Wise to repeat her Broadway costuming efforts on the film version of "West Side Story," musical-drama which is scheduled to go before cameras this summer.

McCarthy Hits 'News' Over Salary Editorial

Charles E. McCarthy, executive secretary of COMPO in a letter to the editor of *The New York News* made public yesterday, took sharp issue with a recent editorial in that paper, criticizing the high salaries paid to film stars. McCarthy pointed out that film stars can command high salaries because their performances are shown in thousands of theatres just as syndicated writers are paid more than staff reporters because their stories are printed in hundreds of newspapers.

McCarthy's letter said, in part: "Your editorial, 'Memo for Movieland', is surprising, since it appears in a paper that controls a syndicate. You know perfectly well that the high salaries of movie stars stem from the fact that each of their performances is shown in thousands of theatres. Thus they can command salaries out of all proportion to the amount of work involved. This is not a defense of these salaries but it is a fact that you blithely ignore."

Exercise W.B. Options

Exercise of options for purchase of 7,500 shares of Warner Bros. common by Herman Starr and 5,000 shares by Wolfe Cohen, vice-presidents, under stock option agreements has been reported to the New York Stock Exchange. The shares represent the total holdings of each of Warner Brothers' stock.

BOOK REVIE

**KINEMATOGRAPH YEAR BOO
1959. 588 pages. Published by K
matograph Weekly, Odhams P
Ltd., High Holborn, Lon
W.C.1. 42 shillings.**

The newest edition of this stan
reference work is a compact
handy guide to the British motion
ture industry. It comprises eleven
jor sections, with stiff paper separa
each handily edge-labelled for q
reference. They include a com
list of films produced in Britai
1958, a small but convenient
graphical section, listings of t
organizations, distributors, produ
circuits and theatres, equipment c
panies, theatre sales and cate
companies and two complete trad
rectories, one classified by func
and one alphabetical.

Of special interest are the
included in the production se
which gives stage facilities avail
at each studio and the theatre li
which lists the major circuits and
holdings, followed by a complete
ing of theatres in each major city
town in Great Britain and Irel
The latter list gives the owner,
capacity, screen size and price
for each theatre.

Several pages in the equipment
titon are devoted to an equally h
compilation of technical proje
data and tables.

The stiff paper separators mak
book a little difficult to thumb, bu
sections are readily found.

The book is thoroughly in
both for editorial content and a
tising.

J

Carbone Forms Firm

Carl Carbone, formerly sales
production executive with Nat
Screen Service, has formed his
film company here, under the
of Carla Productions, Inc. Carla
ductions will specialize in co
cial and promotional films but s
plans to enter both the tele
program and motion picture fie

Union Distributes 'J

"Jazz On A Summer's Day,"
duced and directed by Bert Stern
rently in its American release a
55th Street Playhouse and the
Avenue Cinema, will be national
tributed by Union Film Distrib
Inc., it was announced by M
Reiner, executive vice preside
Galaxy Attractions, Inc.

'Chief' to Baronet

"The Big Chief," starring Fern
will have its American premie
the Baronet Theatre here on Ap

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood F Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

ra. Earnings

(*Continued from page 1*)

special items, representing profit sposals of films and investments. e foregoing consolidated net ngs from ordinary operations are with $4,567,000 or $2.60 per reported for the year 1958 on ,888 shares then outstanding. total consolidated earnings for as reported at $12,554,000 or per share, include $7,987,000 or per share of income from special , representing principally profit sposals of films and investments,

th respect to the fourth quarter 59, the consolidated net earnings ordinary operations were $766,- r 45 cents per share based upon 1,683,598 shares outstanding at ry 2, 1960.

Slightly Above 1958

mparative earnings for the same d of 1958 were $760,000 or 43 per share based upon the 1,755,- hares then outstanding. The total lidated earnings in the fourth er of 1959 are $910,000 or 54 per share and include $144,000 come from special items. These ngs compare with a net charge 1,915,000 or $1.09 per share for fourth quarter of 1958 due to end adjustments of investments filiated companies.

e board of directors of Paramount rday declared a quarterly divi- of 50 cents on the common stock ble June 10 to stockholders of d May 23.

P Acquires 'Rough'

OLLYWOOD, April 14.—Ameri- International Pictures has con- ed an agreement with George er of Renown Productions for dis- tion rights to "The Rough and Smooth" for the United States Canada, it was announced by AIP ers James H. Nicholson, Samuel rkoff and Dick Gordon of New , who represented Renown in the

e film, a top grosser in England on the continent, is set for some release engagements in August r to its national release in Sep- er. The title may be changed

cord for 'Daisies' Here

lease Don't Eat the Daisies" has eved the biggest pre-Easter week ny Metro-Goldwyn-Mayer release he history of Radio City Music , M-G-M said yesterday. The nd week ending Wednesday rolled more than $177,000 at the box e.

rnblow Gets 'War'

OLLYWOOD, April 14.—Colum- Pictures has assigned "The War er," current best-selling novel by Hersey, to producer Arthur Horn- , Jr., it has been announced by uel J. Briskin, vice-president in ge of West Coast activities.

N.E. Drive-Ins Shy From Criticized Films

Special to THE DAILY

BOSTON, April 14. — The April meeting of the board of directors of Independent Exhibitors of New England held here this week, voiced approval of the report that nearly all the drive-ins in the New England area are refraining from booking sex and nudist films, which were used by some last season.

This fact, members of the board believe, is a direct result of the winter drive-in meeting of the New England organization, at which time these films were frowned upon and drive-in owners were urged not to play them.

No More 'Price Wars'

Another improvement in the drive-in picture for 1960 was the report that, except in rare instances, drive-in owners have gotten away from the reduced admissions price wars that plagued certain New England areas last season. Consequently, the flat rate of $1 per car is no longer a menace to competition.

It was brought out at the meeting that the drive-ins' June promotion campaign will get under way when the season is in full swing. A mid-summer cooperative drive-in business-building campaign also is being considered, one that would be accelerated for the beginning of the 1961 season.

Silent Regarding Allied Bid

There was no discussion at the board meeting of the moves being made by national Allied States to bring the New England unit back into membership. There have been reports that a national committee would seek a meeting with IENE officers to discuss the matter within the next two weeks.

Flick Appointed to New Education Post

Special to THE DAILY

ALBANY, N. Y., April 14. — Dr. Hugh M. Flick, director of the State Education Department's Motion Picture Division from 1949 to mid-1955, and since that time executive assistant to State Education Commissioner James E. Allen, Jr., has been appointed to the newly created post of Associate Commissioner for Cultural Education and Special Activities, at an annual salary of $18,900. He drew $14,024 as executive assistant.

Joined in 1928

Dr. Flick, who joined the State Education Department in 1928 as an assistant in the Division of Archives and History and has been associated with it since, except for three years (1933-1937) with the New York Historical Society, will supervise the Motion Picture Division, the Division of Communications (television), the State Library, State Museum, Division of Archives, and the Bureau of Audio-Visual Aids, among others. He continues to serve as executive assistant to the Commissioner, pending appointment of a successor.

Navy League to Sponsor 'Gallant' World Bow

From THE DAILY Bureau

WASHINGTON, April 14. — The Navy League will pay tribute to the late Fleet Admiral William F. Halsey by sponsoring the world premiere of "The Gallant Hours," film story of the Admiral's victory at Guadalcanal in World War II, it was announced today by Frank R. Jameson, national president of the Navy League.

The premiere will take place the evening of May 13 at the Keith Theatre here. It will be attended by a specially invited audience of top level government officials, naval and military officers and civilians, including colleagues of Admiral Halsey.

Spring Film Fair Set By Loew's Theatres Here

Plans for Loew's "Spring Movie Fair" were discussed at a meeting of the managers of Loew's New York theatres, their division chiefs, and members of the executive staff. Following a brief discussion of policy matters by Eugene Picker, president of Loew's, Ernie Emerling, ad-publicity head, outlined an intensive promotion program to sell the attractions booked for the next few months.

Among these are "Solomon and Sheba," "Heller in Pink Tights," "The Female," "Home From the Hill," "On the Beach," "Suddenly, Last Summer," and "Please Don't Eat the Daisies."

PEOPLE

Abraham M. Ellis, head of the Philadelphia circuit that bears his name, has been awarded the designation of "Ambassador of Yeshiva University" for his contributions to the New York institution during the past year.

☐

Walter Lavender heads a group of Atlanta business men which has taken over the Jackson Theatre, Jonesboro, Tenn., formerly operated by the Sevier Theatre Corp., Johnson City, Tenn. **Joe W. Brown**, for many years manager of the house, will do the buying and booking.

☐

Carl Floyd of Haines City, Fla., operator of some 40 theatres in the Tampa area, has acquired the Rustic Drive-in at Ruskin, Fla., which he will remodel for an opening around May 1. **Neil Mizner** will be the manager.

☐

John Woolfenden, formerly assitsant publicity director for Columbia Pictures, has been engaged by producer **Sam Spiegel** to assume a similar capacity for "Lawrence of Arabia," scheduled to start shooting in the late summer in England.

THE PRESIDENTS' LUNCHEON
of the
CINEMA LODGE No. 1366
B'nai B'rith
Honoring
ALFRED W. SCHWALBERG
Out-going president
Welcoming
ABE DICKSTEIN
New President
Thursday, April 21, 1960
at
North Ballroom Hotel Astor
at 12:30 P.M. For Reservations Ph: LO 5-4566

SISSI
SISSI

What do they do in RIO on a rainy afternoon?

ANS: They go to the movies—American movies—by the thousands.

That's one reason why technical excellence is so vital . . . why the cooperation of the Eastman Technical Service for Motion Picture Film is so highly regarded. Branches are located at strategic centers—inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave., New York 17, N.Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Everywhere in the world—because it's on film!

METRO
MARIO LANZA
ZSA ZSA GABOR
"PELA PRIMEIRA VEZ"
TECHNICOLOR
METRO
LANZA · ZSA ZSA GABOR
TECHNICOLOR
2 · 4 · 6 · 8 · 10 HS.
MARIO LANZA
MARIO LANZA

TENT TALK

Variety Club News

BOSTON—James Mahoney, chief barker of Variety Club in New England, headed a group which welcomed 19 new members to the organization. He was assisted by William S. Koster, International representative and executive director; Philip Loew, first assistant chief barker, and Malcolm Greene, head of the membership drive.

△

CLEVELAND — Ten couples have signed up to attend the Variety Clubs International convention in Toronto, May 31-June 4. The members who, with their wives, will attend are Barney Weitz, Jack Silverthorne, Ted Levy, Nat Barach, Jules Livingston, Irwin Shenker, David Rosenthal, Lou Frisher, Bernie Burger and Sammy Watkins.

△

BALTIMORE—A stag party will be held by the Variety Club on April 19 to bid farewell to barker Al Zlatin who, with his family, is leaving Baltimore for residence in Florida. Zlatin, a tireless worker for the club, has for more than 20 years serviced theatres, night clubs and broadcasting stations with signs and other forms of display advertising.

Capra to Brazil

(*Continued from page* 1)

that country's newly-built capital city, Brasilia.

The fabulous city, carved out of interior jungle acres of Brazil, will be dedicated next Wednesday in week-long ceremonies.

Capra, who will leave for Brazil on Sunday, will bring with him a special parchment scroll from representative creative crafts of the picture industry, for personal presentation to President Kubitschek.

Text of the scroll states:

"We, the members of the motion picture creative crafts of the United States of America, salute the vision and courage of the people of Brazil and their president, Juscelino Kubitschek, on the memorable occasion of Brasilia, April 20, 1960; the realization of a homeric dream."

Signing the scroll are B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences; Ronald Reagan, president, Screen Actors Guild; Walter M. Mirisch, president, Screen Producers Guild; Curtis Kenyon, president, Writers Guild of America, and Capra, as president of the Screen Directors Guild.

Inter-Mountain

(*Continued from page* 1)

miles southeast of the downtown area of Salt Lake City and about one mile outside the city limits. It is now operated by Erick Peterson.

No hearing on this acquisition has yet been scheduled in New York Federal Court. It is not likely to take place prior to mid-May.

Telemeter in Mail Drive

(*Continued from page* 1)

films as "Room at the Top" and "Sink the Bismarck" have been shown, while "Ten Commandments" is being shown Easter week.

The "restricted to adults" films have been reserved for the late evening period.

While up to now Telemeter has used only the barker to sell the coming attractions, a direct mail piece to subscribers is now being used. These are being mailed out weekly, "at the request of the subscribers." The mailers contain no editorial matter, and carry straight listings, much the same as the TV listings in the newspapers.

As the Bell Telephone Co. extends the cable, direct mail is being used to sell Telemeter itself to potential subscribers. A survey by Canadian Facts, Ltd. has shown that "people are willing to pay one dollar," said an official.

Thus far, the usual technical bugs have plagued the operation, but reception was reported "good" 99 per cent of the time.

Telemeter officials hadn't anticipated starting their collections and thus are being caught short-handed in making available returns. Much of the need for the returns has come from pressure placed on the operation by the suppliers of film. One distributor who hadn't seen his film returns, said he was told the film had done, "very, very good." Another had figures based on 200 boxes, "Because my boss wanted them. But you could juggle the figures' meaning in any way," he said.

Albany Paper Warns

(*Continued from page* 1)

"achieve substantially the same result" as that of newspapers which have adopted a "code" for such advertising, without formally putting one into effect here or publicizing the same.

Roger C. Coryell, new advertising director of the *Times-Union*, sent a two-and-one-half page letter on the matter to theatre men. He enclosed a copy of the code that *The Cincinnati Enquirer* drafted, effective Jan. 1. This was cited as "an example" of the type which "a substantial number of responsible and reliable newspapers" have adopted.

"Now we stand with you in the face of a rising tide of criticism that has been levelled against some movie advertising," Coryell wrote. "Appreciating that much of this criticism expressed is not valid," he continued, "and that other kinds of advertising, publications, broadcast programs, etc., also have much to answer for, we still hope that we may have your help and understanding in an effort we wish to make with you on behalf of good movie advertising."

Pointing out that *The Times-Union* hopes "in our mutual interest to achieve substantially the same result, without formally adopting or publicizing any specific code or standards," Coryell bespoke theatre operators' "thoughtful and considerate cooperation."

"While there have been occasions we have felt it necessary to change copy or art work that was submitted—and we will go on doing so when we feel it desirable—we would always prefer to have you 'edit' the stock mats and art work you generally get placed with us," Coryell added.

He suggested this yardstick be used: "When in the slightest doubt, make some changes and cut out whatever might seem objectionable."

Popcorn Institute Moves

CHICAGO, April 14. — Effective April 28, the offices of the Popcorn Institute will be located at 333 North Michigan Avenue here.

FPC's 1959 Net

(*Continued from page* 1)

one of the theatres sold, it took back a short-term lease.

In all, properties which were carried on the books at a net cost of $461,802 were disposed of for $760,301. The company also discontinued operation of three theatres that were formerly held under lease. During the year affiliated companies sold six small theatres and eliminated 11 leased theatres.

At the end of the year, Famous Players and its associated companies were operating a total of 315 regular theatres and 37 drive-ins.

The year-end statement includes for the first time the accounts of all those companies in which Famous Players owns more than 50 per cent of the voting shares. In previous years only the accounts of those companies in which FPC's interest represented more than 90 per cent of the voting shares was included.

The company's holdings in shares of affiliated companies increased $416,542 during the year. The most important was the purchase of a "substantial" number of class "B" shares of Consolidated Theatres Limited of Montreal.

Brooks Joins Embassy

Dick Brooks has joined the publicity staff of Embassy Pictures Corporation, it was announced by Eddie Solomon, vice president in charge of advertising, publicity and exploitation. Prior to joining Embassy, Brooks was associated with Screen Gems, Inc., television subsidiary of Columbia Pictures, and for two years worked in various publicity and exploitation capacities for 20th Century-Fox.

Briskin Coming East

HOLLYWOOD, April 14.—Samuel J. Briskin, Columbia vice-president in charge of West Coast activities, will leave here over the weekend for New York to attend a series of meetings at the home office. He will be accompanied by his executive assistant, Arthur Kramer.

'Can-Can' $1,000,0
In Six Road Show D

20th Century-Fox's "Can-Car Todd-AO has grossed over $1,00 in its first six road-show engage in the United States, general manager Alex Harrison anno here yesterday.

The Jack Cummings producti currently selling out at New Rivoli Theatre, Miami's Sheridan atre, Ben Sack's Gary Theatre in ton, The Carthay Circle in Lo geles, the Aladdin Theatre in D and the Villa Theatre in Salt City.

'Can-Can' in Austral
As Release for East

"Can-Can," in Todd-AO, w 20th Century-Fox's Easter throughout the whole of Au Murray Silverstone, president film company's International di said yesterday. The Jack Cum production has bowed with tional premieres at the Plaza T in Auckland, the State Thea Christchurch, and will premie April 17 at the Paris Theatre i ney.

'Can-Can' Stay

(*Continued from page* 1)

injunction was sought against Fox and William Goldman Th Inc. to restrain the showing film by the D.W.H. Corporation operates the Fox Theatre, here.

Judge Kraft, after listening t sides and to witnesses that in Alex Harrison, general sales m and C. Glenn Norris, assistant sales manager of 20th-Fox, to petition under advisement and denied the injunction.

UA Buys Radio Ti

(*Continued from page* 1)

P.M. conducted by Johnny Holi WADO.

Lewis said this marks the fir that a radio program has bee exclusively to promote a film pany's product. Similar progra this type are planned for futu ects, he added.

Two current UA releases spotlighted on the show, "Th forgiven" and "The Fugitive K

'Ben-Hur' for Hoos

(*Continued from page* 1)

Chamber of Commerce callin M-G-M to date the picture an inate a 90-mile round trip to I polis for those local citizens wh to see the picture. In addition cards addressed to Joseph Vo calling upon the M-G-M presi have the picture made availab "now," are being distributed i stores, as are placards urging t lic to sign and mail them.

Trueman Rembusch is se treasurer of Syndicate Theatres chairman of Allied States' em defense committee.

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 74 NEW YORK, U.S.A., MONDAY, APRIL 18, 1960 TEN CENTS

imous

NE Adamant Rejoining ional Allied

Position Unchanged; No Point in Meeting

Special to THE DAILY

ON, April 17.—The board of of Independent Exhibitors, New England has voted usly to remain unaffliated ional Allied States, Norman C. n, chairman of the board of , disclosed at the weekend.

ng as our board of directors adamant in our decision of uary to resign from national Glassman's statement said, ting with the Allied States ee would appear to be un- y."

nan's reference was to the ee consisting of Al Myrick, resident; Trueman Rembusch ng Dollinger, national direc- o were appointed at Allied's

Continued on page 4)

ts for Producers ked by Allied EDC

rom THE DAILY Bureau

HINGTON, April 17. – Pro- presentatives on films are at- as "industry parasites" in a issued here at the weekend by rgency defense committee of States Ass'n. The charge is at the representative "sets the nd policy on every deal in-

Continued on page 5)

man, Lubin Join ndependent Firm

rom THE DAILY Bureau

LYWOOD, April 17.—A. Ron- in, formerly vice-president of Corporation of America, and Kaufman, writer for MGM he past eight years, announced eekend that they have joined Kaufman-Lubin Productions, new independent production

Continued on page 6)

ISION TODAY—Page 6

Formal End to Strike Expected Today

Product Inventory Mounts; 86 Ready for '60 Shooting

By SAMUEL D. BERNS

HOLLYWOOD, April 17.—Hollywood is fired with fresh enthusiasm to pick up the production reins left limp by the recent strike of the Screen Actors Guild. With its feet set firmly in the stirrups to negotiate mutual agreements on other guild and union contracts now in its path, it is proceeding in a manner which spells promise for an even brighter future of the industry.

A list of 86 films with more to be announced were revealed in a survey

(*Continued on page 2*)

Plan Saturation Bookings for 'Ten'

A broad national release program which will see Cecil B. DeMille's "The Ten Commandments" open in more than 9,000 additional engagements through a series of regional saturations commencing this month was announced at the weekend by George Weltner, Paramount vice-president in charge of world sales.

The film will be dated on a satura-

(*Continued on page 6*)

Cohn Company Formed; Columbia Will Release

From THE DAILY Bureau

HOLLYWOOD, April 17.—Robert Cohn, Columbia Pictures production executive and son of the late Jack Cohn, has announced the formation of his own company, Robert Cohn Productions, and will film "The Interns," a novel by Richard Frede as his first project under a multiple-picture deal with Columbia to handle his

(*Continued on page 6*)

Survey Predicts Strike Will Affect Earnings

The outlook for earnings on the stock of major motion picture companies is clouded by the uncertain effects of the recently concluded actors strike, according to the newest Standard & Poor's survey of amusement stocks, dated April 14.

The survey recalls that "in 1958

(*Continued on page 2*)

NLRB Decision on Jurisdiction Hailed

The decision by the National Labor Relations Board that it has jurisdiction, for purposes of the Taft-Hartley labor law, over a local segment of a national theatre chain if the gross annual volume of the particular segment is in excess of $500,000 was "important and clear-cut" for the industry according

(*Continued on page 5*)

Ezell Theatres in Texas Launch Extensive Drive-In Remodeling and Rehabilitation Program

Special to THE DAILY

DALLAS, April 17.—An extensive remodeling and rehabilitation program has been launched by Claude Ezell & Associates in preparation for the spring and summer drive-in theatre season.

Over 25 theatres in the circuit will have their screens repainted, and four are scheduled for a complete resurfacing this year. One of the latter is the Buckner Drive-In here, which is also set for a complete decoration job. Plans call for repainting of the screen building, concession stand, fences and playground equipment as well as a new clown mural for the face of the building.

In Abilene the Town & Country Twin is set for complete redecoration of the screen building, concession stand and fences.

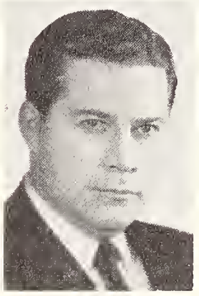
Plans also include the construction of two modern snack bars in Houston. Winston Taylor is in charge of building and maintenance for Ezell Theatres.

Total at 55

20th-Fox Adds 3 Features to 1960 Schedule

Harrison Lists Releases To Year's End by Months

"Twentieth Century-Fox has assembled the greatest 26-week release schedule in its history," general sales manager Alex Harrison announced on Friday.



Alex Harrison

Fifty-five top-budget productions will be released in 1960, Harrison said. This will mark "an increase of three over the previously announced 52 for the year."

He said that five, and in many cases six, productions will be available to

(*Continued on page 3*)

Loew's Theatres 6 Mos. Net at $996,000

Net income of $996,000 was reported on Friday by Loew's Theatres for the first half of the current fiscal year, the 28 weeks ended March 17. The result is after providing for income taxes of $1,236,000 and deprica-ation of $1,441,000, and is equal to 37 cents per share of common stock.

Eugene Picker, president, noted that since the corporation did not have independent existence until the spring

(*Continued on page 6*)

Universal Slates 4 Regional Sales Drives

Universal Pictures has launched a series of four regional sales drives in honor of its four regional sales managers—Joseph B. Rosen who headquarters in New York; P. F. Rosian, Cleveland; R. N. Wilkinson, Dallas and Barney Rose, San Francisco.

The Rosen sales drive, which is

(*Continued on page 6*)

PERSONAL MENTION

M. J. FRANKOVICH, chairman of the board of Columbia Pictures, Ltd., of Great Britain and Ireland, and vice-president of Columbia Pictures Corp., will arrive in New York today from London.

•

HARRY MANDEL, RKO Theatres vice-president, and MRS. MANDEL will leave here tomorrow aboard the "Mauretania" for a cruise to the West Indies and South America.

•

SIDNEY P. SOLOW, vice-president and general manager of Consolidated Film Industries, will return to Hollywood today from New York.

•

JONAS ROSENFIELD, Jr., Columbia Pictures executive in charge of advertising-publicity, will leave New York today for Mexico City.

•

SIDNEY KRAMER, vice-president of National Telefilm Associates in charge of foreign sales, and vice-president of Cinemiracle International, will leave the Coast tomorrow for Australia, New Zealand, Hong Kong and Japan.

•

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there with his family for a vacation at Daytona Beach, Fla.

•

MRS. MEYER LEVENTHAL, wife of the president of Allied Motion Picture Theatre Owners of Maryland, is under observation at Lutheran Hospital, Baltimore.

•

MARIA SCHELL will return to Hollywood today from New York.

•

BERNIE JACON, of Zenith International Films, has returned to New York from Atlanta.

•

FRANK KASSLER, president of Kassler Films, has left New York for Rome, Paris and London.

check with..... national screen service for the best in SPECIAL TRAILERS

Product Inventory Mounts

(Continued from page 1)

of productions ready or near-ready to begin filming before the year's end.

The acceptance of terms with the major producers and a vote to end the strike at the general membership meeting of SAC tomorrow night in the Palladium Ballroom which would spur the shooting schedules, has already been forecast as a certainty by a top guild spokesman.

Meeting the terms head on, Buddy Adler was first to announce immediate action with a reactivated program having a $63,000,000 budget, largest ever allocated by 20th-Fox for a single year's product.

Warner Tells His Plans

Jack Warner stepped forward to add to the concerted voice of confidence in the industry's future with an announcement of immediate production of four outstanding properties, together with a list of productions which will follow.

In a checkup of studio activity the following product is being planned for immediate and future production. Some titles were not available as in the case of Columbia Pictures waiting for outcome of current negotiations with writers and directors guilds before determining which of its projects it will put into shape for production.

Allied Artists: "The George Raft Story," "Dondi," "Crash Boat," "Marco Polo," "Streets of Montmartre," "The Plunderers," "The Big Bankroll," "Reckless, Pride of the Marines."

American - International: "Journey to The 7th Planet," "Gateway to Gaza," "Eve and The Serpent," "Master of The World," "Coliath and The Dragon," "Pit and The Pendulum," "In The Year 2889," "Aladdin and The Giant," "Maid and The Martian," "Atlantis 20,000 B.C.," "The Talking Dog," "Ali Baba and The 7 Wonders of The World."

Buena Vista-Disney: feature cartoon "One Hundred and One Dalmatians," "The Absent Minded Professor."

Columbia: "Caves of Night."

M-G-M: "Lady L," "The Four Horsemen," "Mutiny on the Bounty."

Paramount: Hal Wallis' "All in a Night's Work" and "G.I. Blues," Perlberg-Seaton's "The Counterfeit Traitor" and "The Pleasure of His Company," which resumes production November 3 after being interrupted by the screen actors strike; and the British production of "He Stole a Million."

20th Century-Fox: "Story of Esther," "Flaming Lance," "Instant Prince," "Marriage-Go-Round," "The Alaskans," "Oh, Mistress Mine," "Dragon Tree," "The Visit," "The King Must Die," "The Good Soup," "A Loss of Roses," "John Brown's Body," "Tom Dooley Story," "Cleopatra," "State Fair," "Mountolive," and "Return to Peyton Place"; also George Stevens' production "The Greatest Story Ever Told."

United Artists: Panama and Frank's "The Affair"; Stanley Kramer's "Judgment at Nuremburg"; H-H-L's "A Matter of Conviction," "Man of Alcatraz," and "The Way West"; Harold Hecht's "Flight to Ashiya"; Mirisch-Seven Arts "Two for the Seesaw"; the Mirisch-Seven Arts-Robert Wise' "West Side Story"; Seven Arts' "The Misfits"; Anatole Litvak's "Time on Her Hands"; Pennybaker's "First Train to Babylon" and "Paris Blues"; Frank Rosenberg's "North from Rome"; David Miller's "Short Weekend"; Edward Small-Victor Saville's "Greengage Summer"; Zenith production "Cage of Evil," "He Ran for His Life," "Sergeant Pike," "Sin of Susan Slade"; and "There Was a Crooked Man."

Universal - International: "The Creat Imposter," "Day of The Gun," "Seven Ways from Sundown," "Romanoff and Juliet," "Back Street," "The Ugly American," "Some September," "The Sixth Man," "The Executioners," "The Secret Ways," "The S.O.B.'s"

Warner Bros.: "Sunrise at Campobello," "Parrish," "Fanny," "Splendor in the Grass," "A Fever in the Blood," "Letter from Peking," "Act One," "Gown of Glory," "A Majority of One," and "The Music Man."

Strike Will Affect

(Continued from page 1)

and early 1959 the motion picture group outgained the general market percentagewise, reflecting mounting recognition of sizable asset values and growing diversification, including television activities." As of April, 1960, the survey says, the price index of film stocks as a whole was nearly 10 per cent below its 1959 high. "Its market action during the rest of 1960," it continues, "will hinge importantly on the extent to which film releases and net are penalized by the strike."

The survey reports improvement in theatre attendance during the first two months of 1960 with a slight drop in March due to adverse weather. It predicts continued slow growth in box office receipts but says, "Nevertheless theatre companies are becoming increasingly dependent on outside activities."

Among producers and distributors the survey selects Universal and MGM as the companies expected to show the sharpest profit gains this year.

In the television field the survey predicts an advance of 10 per cent in revenue for broadcasting companies.

deNeve, Simons in
Gulf States Posts

Special to THE DAILY

McCOMB, Miss., April 17.– Solomon, president of Gulf Theatres, has announced the tion of Jim deNeve to genera ager of the circuit, which now prises 62 theatres in Florida, Al Mississippi and Louisiana, with offices here.

It was also announced that "Mike" Simons, former director tomer relations for M-G-M, a cently operator of the Honey, and Mojac Drive-In Theatres dianola, Miss., has been added home office executive staff. Hi tres were incorporated with the when he was invited to joi States. He will ultimately be in of theatre operations and will o an advertising and exploitatio

De Neve, an exhibitor in Dutch East Indies until the World War II, and builder a erator of drive-in theatres in t postwar, has been associate Gulf States for the past six y director of theatre operations.

Theatre Business on Upgr

Rapid expansion of theatre i by Gulf States in the past ye tated the move to strengther power at the top, according t mon, who plans to devote mor time and effort to the develop diversified activities of the co Further executive acquisitions pated to round out the corpora gram indicate continuing faith future of the motion picture i

Republic Quarter (
Reported $7,162,3

Republic Corp., formerly R Pictures, announced to shareho the weekend that its gross r for the first quarter of 196 $7,162,318 as compared with 683 for the comparable 1959 The announcement followed weeks the company's annual held here. Net income for t quarter previously was annou $388,084.

The report stated that maj volume and profit contributio made by Republic's Consolidat Industries division with its laboratories for processing te motion pictures and industr educational films, as well as su wholly owned subsidiaries as wood Television Service, R Distribution and Republic Inte al, and Republic Productions.

'Property' Date Se

"Private Property," relea Citation Films, will have its A premiere April 25 at the Paris here.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

EOPLE

ce **Barr**, Paramount Gulf ecutive, and **Rodney Toups**, of Loew's State Theatre in leans, will be among a dele- 85 businessmen, public offi- l their wives who will leave eans this Thursday on a trade ssion to Europe.

☐

(Danny) Deaver has replaced ris as booker-buyer for Inter- eatres, Inc., whose headquar- in South Miami, Fla. Deaver om Dixie Drive-In Theatres ris has joined Wometco Thea- ts booking department.

☐

Mann of the Mann Theatre as received a trophy for his tions to the theatre industry Minneapolis Area Chamber nerce.

☐

Michael Pollock Gifford has he special "Spartacus" road- it within the advertising and department of Universal in New York. She will direct les for the Bryna production.

☐

(Bob) Hamilton, a former of the Old Grenada Theatre ane, Wash., has been named of the East Trent Motor-In The West End Drive-In, also a Favorite Theatre, will ged by **Leonard Louik,** with stine as assistant manager.

☐

Bach, salesman for American ional Pictures in the Buffalo any districts, is recovering at following a major operation, rs. **Bach** is critically ill at the ss Hospital, Buffalo.

☐

McKenna, co-owner and man- the Perry Theatre, Perry, as resigned that position to post with the Witch Market- also in Perry.

☐

B. Lalley, New York; **Arthur** , Chicago, and **William M.** etroit, have been named vice- ts of Modern Talking Picture here, distributors of public films.

☐

ll **Owens,** veteran M-G-M in Minneapolis, has been o Jacksonville as office man- placing **Max Stepkin,** who has er branch booking duties.

,000 for 'Summer'

bia's "Suddenly Last Sum- ssed over $565,000 during its engagement at the Criterion it was announced by Charles , president of the Moss Thea- in. This beats all previous for the theatre with the ex- of "Ten Commandments" and Pacific," which were reserved tures, he said.

Fox Adds 3

(*Continued from page 1*)

exhibitors each month from May through December, establishing a new company record. Harrison paid tribute to the vision and foresight of 20th president Spyros P. Skouras for his leadership in setting up the enlarged schedule.

An important facet of the new schedule, Harrison noted, is that many of the films were produced in foreign countries and outstanding personalities important in the global film industry were featured.

'Oscar Wilde' Included

These productions include "Austerlitz," starring Rossano Brazzi, Leslie Caron, Jack Palance, Vittorio DeSica, and Martine Carol; "Salammbo," starring Jacques Sernas and Edmund Purdom; "Aphrodite," starring Belinda Lee, Jacques Sernas, and Massimo Girotti; "The Millionairess," starring Sophia Loren; and "Oscar Wilde," starring Robert Morley.

"Austerlitz," in DeLuxe Color CinemaScope, was filmed in three languages at the same time. The cast spoke English, Italian and Spanish, thereby eliminating the need for dubbing in the majority of foreign situations.

The complete 20th-Fox schedule for the remainder of 1960 is as follows:

April — "Masters of the Congo Jungle," Mervyn LeRoy's "Wake Me When It's Over," and "Thirteen Fighting Men."

May—"Flame Over India," starring Lauren Bacall and Kenneth More, "Valley of the Redwoods," with John Hudson and Lyn Bernay; Darryl Zanuck's "Crack In The Mirror," with Orson Welles, Juliette Greco and Bradford Dillman; "David and Bathsheba," starring Gregory Peck and Susan Hayward, the U.S.-USSR cultural exchange film, "The Idiot," and "Oscar Wilde," starring Robert Morley.

June—Elia Kazan's "Wild River," starring Montgomery Clift and Lee Remick; "Bobbikins," starring Shirley Jones and Max Bygraves; "Operation Amsterdam," starring Peter Finch and Eva Bartok; "12 Hours to Kill," starring Nico Minardos and Barbara Eden; and "September Storm," starring Mark Stevens and Joanne Dru.

July — Samuel Engel's "Story of Ruth"; "The Lost World," starring David Hedison, Jill St. John, and Fernando Lamas; "Trapped in Tangiers"; Mark Robson's "From the Terrace," starring Paul Newman and Joanne Woodward, and "One Foot in Hell," starring Alan Ladd and Don Murray.

August—"For The Love of Mike"; "Murder, Inc.," starring May Britt and Stuart Whitman; "The 39 Steps," with Kenneth More; "Young Jesse James"; and Jerry Wald's "Lets Make Love," starring Marilyn Monroe, Yves Montand and Tony Randall.

September — Bing Crosby, Fabian and Tuesday Weld in "High Time"; "Upstairs and Downstairs"; Jerry Wald's "Sons and Lovers," with Dean Stockwell, Trevor Howard, Wendy Hiller and Mary Ure; "Legions of the Nile," and "The High-Powered Rifle."

October — "Austerlitz," "Flaming Lance," "The Schnook," with Noonan and Marshall, "Desire in the Dust," and "The Captain's Table."

November—"The Alaskans," "The Millionairess"; A new Pat Boone attraction; Orson Welles and Curt Jurgens in "Ferry to Hong Kong"; and "Desert Attack."

December — "Destruction Test"; Susan Hayward in "The Marriage-Go-Round"; a new Elvis Presley attraction, and the Richard Zanuck production of "Sanctuary."

Additionally, "Aphrodite," and "Salammbo," will be added to the schedule during the next months, Harrison said, and throughout the year, the Todd-AO "Can-Can," will continue to open in selected road-show engagements.

Heavy Drives Planned

Each attraction will be backed by elaborate global campaigns developed by vice-president Charles Einfeld and his staff.

Harrison declared that the schedule represented a $63 million dollar production outlay, the greatest in company history.

In the first quarter of the year, January through March, 20th-Fox released nine features, in addition to the company's regular release of "South Pacific."

Einfeld to Coast Today On Promotional Plans

Studio promotional conferences will start this week in Hollywood among Charles Einfeld, 20th Century-Fox vice-president; Buddy Adler, executive head of production, and producer Jerry Wald, for "Sons and Lovers," Sam Engel, for "The Story of Ruth," and Mark Robson, for "From the Terrace."

Charles Einfeld

Einfeld will leave here for the Coast today. He will also confer there with studio publicity director Harry Brand before journeying to San Francisco for the launching there of "Can-Can," May 4, at the Alexandria Theatre. He will also set plans for the upcoming debuts of the Jack Cummings attraction throughout the Pacific northwest.

Will Visit Chicago

Einfeld will stop in Chicogo on his way back to New York on April 26 to finalize the benefit premieres of "Can-Can" in the mid-West area. The Todd-AO musical will open tonight at the Palace Theatre in Chicago.

EDITORIAL

More from 20th-Fox

By Sherwin Kane

TWENTIETH CENTURY - FOX, the company which, with production on four pictures halted, was the most grievously affected hy the Screen Actors Guild 32-day strike, is determined, nevertheless, not only to maintain but to increase its already substantial 1960 release schedule.

Alex Harrison, 20th-Fox sales chief, disclosed on Friday that the company has added three more attractions to its release list, which will bring the total for the year to 55.

This, despite the fact that from March 7 until tomorrow, it was unable to put a new picture before the cameras.

The release schedule spelled out by Harrison in specific titles for each month of the year remaining, will provide product-hungry exhibitors with as many as five, and in some instances six, releases monthly.

●

The 20th-Fox sales head emphasizes that this is a company record, that it includes an abundance of top quality pictures, every one to be backed by a tailored-to-measure merchandising campaign by advertising - publicity chief Charles Einfeld and his staff, and represents a production investment of $63 millions.

The program, as listed in adjoining news columns, is loaded with showmanship and up-to-the-minute selling angles. Stamped with international appeal, the pictures should be universally popular.

●

Harrison's announcement constitutes welcome news for exhibitors worldwide, who are still gravely concerned over the eventual effects of the Hollywood strike, coming as it did in the midst of what most exhibitors have regarded as a severe product shortage.

The 20th-Fox program affords exhibitors an opportunity and a challenge—an opportunity to help overcome the product shortage, aggravated by the SAG strike; the challenge to encourage this and other companies' efforts to deliver product in increased quantity, as well as in quality—to encourage it by the most telling means at their command, more playdates and extra playing time.

For, without such encouragement, there can be no solution to the product shortage.

'Sons and Lovers' Is Entered at Cannes

Jerry Wald's production of "Sons and Lovers," starring Dean Stockwell, Trevor Howard, Heather Sears, Mary Ure and Wendy Hiller will be shown for competition, as the official British entry, in the Cannes Film Festival on May 17.

It will be released nationally in the U.S. in September.

TENT TALK

Variety Club News

DETROIT – A committee of "barkerettes" from Tent No. 5 visited the Children's Hospital of Michigan and was taken on a tour of inspection by doctors and hospital workers. The purpose of the visit was to familiarize the committee with the setting in which the club hopes to establish the Variety Club Growth and Development Center.

Lorbeck Leaves Post With Supurdisplay

Special to THE DAILY

MILWAUKEE, April 17 — Clifford D. Lorbeck, general manager the past six years of Supurdisplay, Inc., has resigned to enter business for himself. Founded by Harold J. Fitzgerald, promient Milwaukee exhibitor long heading Fox Wisconsin operations, Supurdisplay manufactures refreshment stand cases and originated "Buttercup" popcorn.

Lorbeck was a district manager for Fox Wisconsin when he joined Supurdisplay, and his resignation terminates a business association of 21 years with Fitzgerald. He states his new activities will be announced soon.

IENE Won't Rejoin Nat. Allied

(*Continued from page 1*)

spring board meeting in Chicago two weeks ago to confer with I.E.N.E. officials and Western Pennsylvania Allied T.O. officials in an effort to induce both organizations to reconsider their resignations of four months ago and resume membership in national Allied.

Talks Slated for Tuesday

Western Pennsylvania's president Harry Hendel has indicated a receptive attitude and a meeting with the committee is scheduled to be held in Pittsburgh on Tuesday.

Last week, following a meeting of I.E.N.E.'s board of directors, inquiries were met with the statement that while the subject of rejoining Allied had not come up, officers felt that if the national committee wanted a meeting, the disposition would be to talk to them. It had been expected a meeting would be arranged within the next two weeks.

No Change, Says Glassman

However, in issuing his statement on Friday, Glassman said, "At our April board meeting we discussed the matter of the overture to us to rejoin national Allied, but our position remains unchanged.

Both I.E.N.E. and Western Pennsylvania resigned from the national organization following the annual meeting of its board in Miami Beach in December, at which internal differences boiled over and the election of Edward Lider of I.E.N.E., who was in the traditional line of succession to the Allied presidency, was upset by what some directors charged were unfair methods.

Myrick Peacemaker

Defections of other Allied unions were threatened for awhile but at the Chicago meeting of the national board Myrick led a successful tranquilizing movement that not only dispelled that danger but also included the appointment of the national committee charged with attempting to bring the two strays back into the pen.

Goldwyn Will Present UCLA Writing Awards

From THE DAILY Bureau

HOLLYWOOD, April 17.–Samuel Goldwyn will personally present the Goldwyn creative writing awards at UCLA on Wednesday, May 4. The producer will address the theatre arts department on the occasion of the sixth annual presentation of the awards to UCLA student winners. First prize is $1,000; second, $250.

Clark, Sherdeman Fo Independent Compan

From THE DAILY Bureau

HOLLYWOOD, April 17. – J B. Clark, currently directing Foot in Hell" for 20th Century and scenarist Ted Sherdeman, scripted "The Day the Band Pla for Universal and "The Dog of ders," which Clark directed for Fox release, have formed an indep ent producing company to be k as Gemtaur Productions. The have listed for production four inal stories by Sherdeman: "Mr. bad," "The String Puller," "Noc for Nero" and "Baldie." In add they have scheduled "The Cante Pilgrim," based on "The Cante Tales" by Chaucer, on which has been working for past few m as the basis for a package deal. said negotiations are underway Universal for a releasing deal.

Lipskin Is Honored

A farewell luncheon was hel Columbia Pictures Friday for renee H. Lipskin, who had resi his post, effective on that day, a sistant to the president of Colu Pictures International in charg publicity, advertising and exploita Lipskin is setting up his own bus in the industry and will act as a lic relations consultant for Colu

HOLD YOUR SUMMER PLAYING TI

LANA TURNER · ANTHONY QUINN · SANDRA D
CO-STARRING
LLOYD NOLAN · RAY WALSTON · VIRGINIA GREY ANNA MAY WONG · AND ALSO STARRING RICHARD BASEHA
as "Matthew Cabot"

RB's Edict

Continued from page 1)

an M. Levy, general counsel tre Owners of America.

ssued his observations on the a TOA legal "digest" at the . The case involved Local ojectionists' Union; Joseph a member of the union; Stanner Corp.; and IATSE. The of the circuit was Stanley Theatres in Essex County,

ating effects of the decision, o said, it "deals a devastating those union health and welds under which the benefits able only to members of the good standing and to the of those members of the union standing. An order, under the requires the union to reim-l employees who have been of health and welfare fund because they were not mem-the union in good standing."

cation Period the Issue

ispute arose when Weiner, a nist in a Stanley Warner the-ewark, requested of manage-d was granted by them per-o take his vacation at a time an the summer. The union to agree to the change and a relief projectionist to the theatre for the weeks in which Weiner's vacation had regularly been scheduled. The theatre refused to admit the relief operator on the premises.

The union then tried Weiner on charges he had violated its constitution and by-laws and fined him one day's pay. In addition he was suspended for three weeks.

'Closed Shop' Charged

Weiner filed a complaint against the union through NLRB. NLRB then complained that Stanley Warner and the union were requiring membership in the union and assignment of positions by the union as conditions of employment, and that the union, through the power of suspension, and through the restriction of the benefits of the welfare fund to union members and their families had created a closed shop.

In turn the union claimed its activities did not affect interstate commerce and that it was therefore, not subject to NLRB jurisdiction.

However, the NLRB found that Stanley Warner was interstate commerce—even though only one theatre in only one county was concerned—because the annual volume was over that required for jurisdiction, or $500,000, and because all film exhibited by Stanley Warner moved in interstate commerce and because Stanley Warner was an interstate chain.

Agents Hit

(Continued from page 1)

volving his company's pictures" and that he is "oblivious of every principle of sound business and mainly concerned with protecting his five per cent—or whatever his rake-off may be."

EDC claims further that the "chief aim" of the representatitve "is to slow down the flow of product to the subsequent-run and small town theatres." Independent exhibitors can cite examples to support this contention, it is asserted.

Through such practices by their employees, EDC warns, producers are losing the good will of their exhibitor customers. The bulletin adds: "Exhibitors who are frustrated in their attempts to secure fair deals quite naturally take it out on the producer when the opportunity arises."

The bulletin states that Samuel Goldwyn was one of the first to employ producer representatives. When it became generally known that 'Porgy and Bess' was not performing at the box office, few exhibitors' tears were shed," it observes.

Producer representatives are also accused in the bulletin of favoring former affiliated circuits over independent exhibitors and two anti-trust cases are cited as illustration.

REVIEW:

Valley of the Redwoods

Associated Prod.—20th-Fox

A seasoned safecracker and his two accomplices, one a good-looking young woman, are the fugitives in "Valley of the Redwoods," a melodrama filmed in black-and-white CinemaScope in the lumbering country of northern California. This picture is short and to the point, a satisfactory program feature.

Because the "perfect" crime is undermined by ordinary mortal imperfections, it pays only in spilled blood. Lynn Bernay and her wounded boy friend, John Hudson, are taken by police. Ed Nelson, the safecracker, is killed by Miss Bernay as he tries to escape from his partners with the $81,000 heisted from the safe at a nearby mill. The picture proves, among other things, that among thieves honor runs a distant second to greed.

"Valley of the Redwoods" was produced by Gene Corman and directed by William N. Witney. The screenplay by Leo Gordon and Daniel Madison often is witty at improbable moments. Buddy Bregman has provided a lusty jazz background score. Running time, 63 minutes. General classification. Release, in May.

SAUL OSTROVE

THIS HOT ONE FROM UNIVERSAL!

N SAXON

ICHAEL GORDON
IVAN GOFF and BEN ROBERTS
OSS HUNTER

A ROSS HUNTER PRODUCTION
Portrait in Black
IN EASTMAN COLOR!

THE STARS OF "IMITATION OF LIFE"

THE PRODUCER-DIRECTOR TEAM OF "PILLOW TALK"

Television Today

Who's Where

Alwin D. L. Zecha has been appointed Asian sales manager of Screen Gems, Inc. He left last week for the company's offices in Tokyo. Zecha will have charge of the sale of Screen Gems' shows in Japan, Hong Kong, Thailand, the Philippines, India, Okinawa and Guam.

☐

Worthington (Tony) Miner, who developed and produced such programs as "Studio One," "Toast Of The Town," "Medic," and "Frontier," has been named executive producer of The Play of The Week Production Company, a new division of National Telefilm Associates, **Ely A. Landau**, NTA board chairman, announced.

☐

David Sontag has resigned his position in the NBC-TV program department to become manager, programs—New York for CBS Films, it was announced by **Robert F. Lewine**, vice-president, programs, CBS Films, Inc.

☐

The election of **Richard H. Close** as vice-president, national spot sales, was announced by **Robert W. Sarnoff**, chairman of the board of the National Broadcasting Company. Close, who has been director, NBC spot sales, since December, 1958, has been active in the spot sales division for over 20 years.

☐

Marilyn Reiss has resigned as head of the television department of the Arthur P. Jacobs Company, Inc., effective April 15. Prior to rejoining the Jacobs Company a year ago, Miss Reiss handled publicity contacts for the special projects unit of the CBS-Television network press department.

'Raven' Prepared as New NBC Prime Time Series

"Raven," a full-hour mystery program set on Hollywood's "Strip" with Skip Homcier starring in the title role, is being prepared as a filmed black-and-white series for prime time viewing on the NBC Television Network during the 1960-61 season. David Levy, vice president, programs and talent, NBC Television Network, announced the new project.

Produced by Screen Gems in association with the National Broadcasting Company, a pilot for "Raven" already has been filmed with Paul Anka, 18-year-old singer and composer, as guest star in one of his rare dramatic roles. Philip Leacock directed the pilot from a teleplay by Lewis Reed. According to "Raven" executive producer William Sackheim, subsequent episodes will feature show-business personalities of comparable popular appeal.

New Service to Test Effectiveness of TV

An in-home evaluation service designed to test the effectiveness of TV commercials and programming has been announced for NTA Telestudios, Ltd., by George K. Gould, president.

The new service is called Television Audience Research. It is a division of NTA Telestudios. Research is conducted by Blankenship, Gruneau & Ostberg, Inc.

TAR is designed to measure a commercial's effectiveness under typical, naturalistic viewing conditions. Test material is televised in the context of regular programming, and it is seen by family groups, in their own living rooms, under the normal household distractive influences.

200 Households Chosen

Prior to the telecast 200 households are selected by a random sampling method, contacted by telephone and alerted to watch a time segment that includes the test program. A token premium is offered for their cooperation.

Immediately after the telecast, an army of specially trained interviewers begins personal interviews in each of the pre-selected households. Within two-and-one-half hours, a minimum of 160 household interviews are completed. The results are then analyzed and evaluated, and a completed report is delivered to the client within ten days after the telecast.

15 'Our Gang' Comedies Readied for Syndication

A total of 15 "Our Gang" comedies has been scored and prepared for syndication, with a balance of 63 to be completed over the next ten weeks, it was announced by David Dietz, president of National Telepix Inc., packager of the series. Dietz reported that scoring is proceeding according to plan at an average rate of seven units per week at the Titra Sound Studio here. The 78 units comprise the first National Telepix package for syndication.

Theme Song by Saunders

Jack Saunders, who supervised the musical score for Mike Tood Jr's. "Scent of Mystery," has written a special "Our Gang" theme song and original music for the famous comedy series. Each unit runs approximately 13 and a half minutes.

Will Assist Ford

WASHINGTON, April 17—Federal Communications Commission Chairman Frederick Ford has appointed James B. Sheridan, long-time FCC economist as his special assistant. He is to keep Ford informed of the progress of major FCC projects for the purpose of expediting them.

Du Mont Lab. Has Profit Of $1,315,904 for '59

The annual report of Allen B. Du Mont Laboratories, Inc., will show a profit of $1,315,904 and gross income of $19,467,469 for the fiscal year ended Jan. 3, 1960, it was announced at the weekend. For the prior fiscal year gross income totaled $30,165,988, and a loss of $9,503,698 was sustained.

Sale of the East Paterson plant and other capital assets resulted in a gain of $1,532,929, which was partially offset by a deficit from operations in the amount of $217,025. A tax loss carry-forward eliminated any current liability for Federal income taxes. Additional tax loss carry-forward and future tax benefits are estimated at about $8,500,000.

D. T. Schultz, president, reported there was further substantial improvement in the company's financial condition in 1959. Current liabilities reduced by $5,000,000 in 1958, were further reduced by $6,700,000 in 1959. Working capital at the year end amounted to $8,392,000 with a net current ratio of approximately 5 to 1.

Economies Continue

Continuing the program of effecting drastic reductions in operating costs, the East Paterson plant was sold during 1959. Operations of the company will be consolidated in the Clifton plants, which will materially improve efficiency and facilitate savings in overhead expense.

The company has increased its engineering and marketing efforts on new products in special tubes, instruments and mobile radio, from which larger sales volume and improved earnings are expected.

Cohn Forms Company

(*Continued from page* 1)

releases exclusively. In welcoming the new Cohn independent company, Samuel Briskin, vice-president in charge of Columbia's West Coast studio operations, said "The Interns," which will deal with the problems of young men and women of medicine during their internships, will be one of the company's most ambitious undertakings of the coming year.

Cohn has been active as a staff producer at Columbia since World War II, with more than 20 pictures to his credit. He spent three years on the Continent as production coordinator and representative for the company, working with M. J. Frankovich in London. He also served as production executive under the late Harry Cohn and continued until the present in the same capacity under Briskin.

Universal Slates 4

(*Continued from page* 1)

currently underway will conclude April 30; the Rosian sales drive will run from May 1 to June 4; the Wilkinson sales drive from May 29 to July 2 and the Rose sales drive from June 26 to July 30. Special promotional activity is being developed in connection with each of the sales drives.

Nizer Eulogizes Phillips At Unveiling of Plaque

An eight page booklet reprin Louis Nizer's eulogy of the late L Phillips has been printed by the of Phillips, Nizer, Benjamin, Krin Ballon. The eulogy was delivered Nizer on the occasion of the unve of a bas relief in bronze of Phil who died last year, in the law lib of the firm's offices at 1501 Broad Nizer in his eulogy paid tribute his friend and partner's "profo knowledge, biblical goodness and sionate sentimentality."

Saturation S

(*Continued from page* 1)

tion basis in every exchange are the country, Weltner reported, 265 theatres in the Atlanta terr first to participate, starting this w Following completion of the satura dates, the film will be withdrawn U.S. release later this year.

"From contacts with exhib throughout the nation with whom sales policy has been discuss Weltner noted, "it is Paramount's derstanding that they generally in to charge their regular admi prices during the engagement of Ten Commandments', which the lic will be informed is 'your chance to see this great motion ture'."

Although the DeMille spectacle played to an audience of 51,194,0 the U.S. since its world premie New York in 1956, there are "untold millions" who have not it or want to see it again, accordi Weltner. Many of the theatres bo for the saturation engagements wi playing "The Ten Commandm for the second or third time 1956, he noted.

In conjunction with this new policy for "The Ten Commandme Paramount has prepared a compl new advertising and promotional paign build around total area pe tions.

Lubin and Kaufman

(*Continued from page* 1)

firm. The company has already quired three story properties are slated as their initial pro Leading off will be Herman Mel sea classic, "Billy Budd," which will produce for Allied Artists, they are now setting up headqua The others are "Reprieve" and Pied Piper of Cairo, Ky."

Loew's Theatres

(*Continued from page* 1)

of 1959, no figures are availabl the comparable period of the pr ing year.

Gross revenues for the first amounted to $22,259,000.

Net income for the second q ended March 17 was $627,200 eq 23 cents per share.

IVE
URIOUS
UN-
ILLED
AYS

—o—

ORONTO
CANADA

NO EVENT
OFFERS SO MUCH

AS THE

33RD ANNUAL CONVENTION

VARIETY CLUBS INTERNATIONAL

MAY 31 – JUNE 4, 1960
ROYAL YORK HOTEL

• REGISTER NOW!

WITH YOUR TENT CONVENTION CHAIRMAN!

ENTERTAINMENT
TOURS, FASHION SHOW
RACING AT WOODBINE
GIFTS • • PRIZES
PARTIES • DINNERS

AN IMPORTANT ANNOUNCEMENT ABOUT TRAILERS FROM NATIONAL SCREEN SERVICE

Effective September 1, National Screen Service Corp. will create, produce and distribute its own trailers on Columbia Pictures Corporation feature releases.

Because 73% of our exhibitor-customers are served with their trailer requirements on a weekly service rate plan, we feel it is our obligation to continue rendering those exhibitors with complete service on their trailer needs—so that they will not be required to assume the additional burden of an increased cost for their trailers on Columbia features.

National Screen Service trailers on Columbia features, through the use of animation, creative art and live personalities, will be both effective and readily acceptable for general exhibitor use, as well as welcomed by many as a refreshing change of pace.

As creators and pioneers in trailer making, National Screen Service has earned industry-wide respect for its record of successful service to production, distribution and exhibition; the company only recently observed its 40th Anniversary.

Now all of the "know how" acquired during these 40 years of trailer making and distributing will be harnessed to *continue* the same fine service and to maintain the reputation of National Screen Service as the company—"tops in trailers."

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

, NO. 75 — NEW YORK, U.S.A., TUESDAY, APRIL 19, 1960 — TEN CENTS

ORIAL

oal for All

By Sherwin Kane

ecent Hollywood strike, like any events before it, served to rline again the basic interde- e of one segment of the in- ipon another, and its bearing welfare of the whole. For no of the industry prospers if an- clines. And no one of its ele- inctions effectively if another s at cross-purposes, or not at

it truism resides the most ob- nd forceful argument for in- vide unity, which our most tive and thoughtful leaders so long sought to achieve. another meeting of the Amer- ngress of Exhibitors scheduled week, the opportunity to fos- principle of unity is again

•

ism and condemnation, one of another, are divisive and ing. Understanding and co- n foster unity and strength. Pinanski, industry statesman of those who has given the much thought over the years, this way:

evident that our industry must every segment of its com- make-up vital if it is to be ul. It cannot be divided and It cannot be economically nless all of us who comprise onsiderate and understanding other's problems, ambitions ectives.

•

pite television or other diver- terests, a production-distribu- npany cannot prosper without ion talent and theatres. Nor nt and theatres survive with- duction.

clearer than ever before that e to continue in our business, nas suffered economically and elations-wise through mistakes ch all of us are guilty, we big enough to forget personal nd, standing together, do what to help realize the one thing n save our industry—the pro- and release of more and bet- ures.

etofore, in attempting to meet -by-day problems confronting ustry, we have unconsciously our opponents to 'divide and ' us. And we have permitted es to be dominated by those who cry doom and destroy the optimism from which we drew the inspiration and courage in the past to build a great industry and to keep it strong.

"Most of our problems, much of our competition—real or imaginary—would disappear if, as a united industry, we concentrated on the production and distribution of more good pictures."

Three New Music Hall Marks Set Pace for Easter Business

With a highly profitable weekend enjoyed by most theatres in the Broadway area, led by the Music Hall which set three all-time records, showmen were looking forward yesterday to continued big business all this week. Crowds of tourists and vacationing school children thronged the midtown theatre section yesterday as they had over the previous days.

Showers that lasted most of yesterday morning failed to deter theatre-

(*Continued on page 2*)

Newsreels to Ask ACE For Theatre Cooperation

A request for better exhibitor support of the newsreels is scheduled to be made to the executive committee of the American Congress of Exhibitors at its meeting at the Park Sheraton Hotel here on April 27.

C. B. Stratton, chairman of the Motion Picture Association of America's newsreel committee, will make the presentation to the exhibitor leaders on behalf of the three industry reels, Movietone News, News of the Day and Universal Newsreel.

Newsreel executives have felt for

(*Continued on page 6*)

MPAA Board, Officers Are Re-Elected

All officers of the Motion Picture Association of America, headed by Eric Johnston, president, were reelected at the annual meeting of the organization's board of directors here yesterday.

Earlier, MPAA members reelected all directors with the exception of Albert Warner, who was replaced by Howard Levinson, assistant secretary

(*Continued on page 6*)

Defense Begins Case in TV 'Block-booking' Suit

The defense began its side of the TV "block-booking" case in New York Federal Court yesterday when Loew's, Inc. (M-G-M) called three witnesses in an attempt to disprove government charges that it and five other film and television companies sold old theatrical pictures to TV stations in violation of anti-trust laws.

Principal witness examined yester-

(*Continued on page 4*)

RKO General Files at FCC for Buy of WHCT

By E. H. KAHN

WASHINGTON, April 18. – RKO General has applied formally to the Federal Communications Commission for permission to acquire the money-losing Hartford, Conn., ultra-high-frequency TV station, WHCT. This is

(*Continued on page 4*)

British Exhibitors Press Case for Cut In Production Levy; Meeting Set May 3

By WILLIAM PAY

LONDON, April 15 (By Air Mail).—While producers continue to press for an increase in the government's production levy on exhibitors, representatives of the Cinematograph Exhibitors Assn. meet Board of Trade officials again on May 3 to discuss the exhibitors' case for its reduction.

Comparing the respective fortunes of producers and exhibitors during recent years, the CEA report on the subject states, published statistics clearly show that while those of producers have been rising, those of exhibitors have seriously declined. In the period since 1956 the home market earnings of British producers have

(*Continued on page 5*)

See Ratification

SAG Pact Sets Extra Pay for Film Re-Use

Other Hitherto Undisclosed Contract Terms Revealed

From THE DAILY Bureau

HOLLYWOOD, April 18.—If producers re-use any part of a film or sound track in any picture other than the one for which the actors therein were employed, there must be separate bargaining and agreement at the time such re-use is decided upon.

This is one of the hitherto undisclosed provisions of the new three-year Screen Actors Guild agreement with the major studios, which an SAG membership meeting is expected to ratify here tonight. At press time there is every indication that members would follow SAG's unqualified recommendations and approve the agreement overwhelmingly.

If this is done as expected, producers will be free to start new production tomorrow. There will be no need to

(*Cont'nued on page 5*)

WGA Group Optimistic Following Pact Session

By SAMUEL D. BERNS

HOLLYWOOD, April 18. – "We expect to meet again, and move forward, if at all possible," was only comment obtainable from spokesmen for the Writers Guild of America at the conclusion of today's resumption

(*Continued on page 5*)

AIP New-Product Meet On Coast Thurs., Friday

From THE DAILY Bureau

HOLLYWOOD, April 18. – American-International Pictures field and home office personnel will meet here Thursday and Friday to screen and discuss sales, exploitation and merchandising plans on the company's new lineup of product.

Attending the meeting, called by

(*Continued on page 6*)

***TELEVISION TODAY*—page 4**

PERSONAL MENTION

E. CARDON WALKER, vice-president of Walt Disney Productions in charge of advertising and sales, has arrived in New York from the Coast.

•

Philip Gerard, Universal Pictures Eastern advertising-publicity director, has returned to New York from Hollywood.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant, **Bernard Levy**, have returned to New York following a trip through New England.

•

Meyer S. Fine, president of Associated Circuit, Cleveland, has returned there with **Mrs. Fine** from Miami.

•

Boris Morros will arrive in New Orleans today on the first leg of a personal appearance tour for "Man on a String" for Columbia Pictures.

•

James Mason left here yesterday for London via B.O.A.C.

•

Abe Schwartz, owner of the Lexington Theatre, Cleveland, has returned there with **Mrs. Schwartz** from Florida.

•

Joseph Pasternak has returned to Hollywood following a key-city tour in connection with M-G-M's "Please Don't Eat the Daisies."

•

Haya Harareet, now in Denver in behalf of M-G-M's "Ben-Hur," will return to Hollywood from there late this week.

•

M. B. Horwitz, head of the Washington Circuit, Cleveland, and **Sanford Leavitt**, an executive of the company, are in Mt. Sinai Hospital there, the former for a check-up, the latter for surgery.

Wometco Dividends Set

MIAMI, Fla., April 18.—The board of directors of Wometco Enterprises, Inc., has voted a quarterly dividend of 17½ cents a share on the company's Class A common stock. A quarterly dividend of 6½ cents per share was voted for the Class B stock.

This dividend will be paid June 15 to stockholders of record as of June 1. The June 15 dividend will be the fifth such quarterly dividend since the public issuance of Wometco Enterprises, Inc., stock in April, 1959.

Music Hall Records Set

(*Continued from page 1*)

goers at the Music Hall, where at 11 o'clock the line extended all the way around the block and down the middle of the far side of 51st Street. The film attraction with the annual Easter stage show is "Please Don't Eat the Daisies," which grossed $130,000 Thursday through Sunday, a new Easter weekend box office record. Two other records were set—the best Good Friday and the best Easter Sunday business in the history of the theatre. Expectations are for a total of $223,000 for the week ending tomorrow.

'Ben-Hur' at New High

With four performances added this week to its schedule at Loew's State, "Ben-Hur" set a new high for its engagement by grossing $63,500 for the week ending today. At the Capitol, "The Unforgiven" rolled up a strong $50,000 for the week.

"Wake Me When It's Over" recorded a big $22,000 for the holiday weekend at the Paramount. The seven-day gross there through Thursday will be about $35,000.

$47,000 for 'Fugitive'

In its first full week at the Astor "The Fugitive Kind" did a whopping $47,000. The same film recorded a strong $25,000 at the Plaza where it is playing on a day-and-date basis.

For the week ending today—its first at the Sutton—"Expresso Bongo" drummed up a sharp $20,600. "Can-Can" played to a capacity $56,000 with two extra shows for the week at the Rivoli.

'Lady' Strong at Criterion

"Who Was That Lady?" served up a smashing $29,000 in its first three days through Sunday at the Criterion. In its 12th week at both the Forum and Trans-Lux 52nd Street, "Our Man in Havana" totaled $13,325. "The Mouse That Roared" drew $7,000 in its 25th and next to last week at the Guild.

"Visit to a Small Planet," booked in 27 theatres of the Loew's circuit in the New York area, was outgrossing previous Jerry Lewis films. It did $231,000 at the 27 houses for the five-day period ending Easter Sunday.

CHICAGO, April 18.—"Can-Can," which bows tomorrow night at the Palace Theatre here, has had an advance sale of $76,100. The premiere, for Illinois Childrens Aid, will be led by Illinois state governor William Stratton, Mayor of Chicago Richard Daly and the entire state Supreme Court.

Walder Anti-Trust Suit Rejected by High Court

From THE DAILY Bureau

WASHINGTON, April 18. — The Supreme Court today turned down the treble damage anti-trust suit brought by Charles Walder and others against Paramount Publix Co., Radio-Keith-Orpheum, Warner Brothers, 20th Century-Fox, Columbia Pictures, and their affiliates. Since 1928, the Walder family has owned the Tivoli Theatre, a neighborhood house in Miami, Fla.

The Supreme Court in effect sustained the decisions of lower benches which had earlier rejected Walder's contention that the terms of an agreement in which theatre management and Paramount each owned half the firm that operated the theatre were inequitable.

Rites for Mrs. Bach

BUFFALO, April 18. – Funeral services were held here for Mrs. Rudi Bach, wife of the salesman for George Waldman Films, Inc. Mrs. Bach, a former actress, came to the U. S. with a Max Reinhardt company before World War I, appearing subsequently on the New York legitimate stage, in stock and in motion pictures with M-G-M around 1932, when her husband was a director. In addition to Bach, a daughter and grandchildren survive.

'Crack' World Bow Set At Capri in Boston

Special to THE DAILY

BOSTON, April 18.—Darryl F. Zanuck's "Crack in the Mirror" will premiere in late May at the Capri Theatre here, owner Ben Sack announced today.

D.A.R. Cites Bronston

Samuel Bronston, producer, will be honored on Thursday by the National Society, Daughters of the American Revolution, for his production, "John Paul Jones," which was voted the Best Patriotic Film for 1959. Presentation will be made during the annual congress of the society at Constitution Hall in Washington.

Mother of Mel Heymann

Funeral services will be held in Newark, N. J., this morning for Mrs. Dorothy Heymann, mother of Mel Heymann of the M-G-M home office publicity department, who died Sunday following a long illness.

Mrs. Levine Recovering

BOSTON, April 18.—Mrs. Joseph E. Levine, wife of the president of Embassy Pictures, is recuperating at Peter Bent Brigham Hospital here following surgery.

'Ben-Hur' Racks Up $1,000,000 Easter Week

A $1,000,000 week was rec by Metro-Goldwyn-Mayer's ' Hur" during Easter week as n all of the film's 33 engagements and abroad played to capacity.

The holiday week was marke extra matinees every day, maki total of 14 performances durin week instead of the usual 10. L State Theatre here had its large tendance since "Ben-Hur" prem there last November.

McWilliams Appoint Coordinator of 'Kin

The appointment of Harry K Williams as coordinator of adver publicity and promotion for S Bronston's "King of Kings" wa nounced yesterday by Robert S. linger Associates, Inc., public rel representatives for the produ McWilliams, now at the T ger office, will leave for Madric week for the start of the actual tography. A Hollywood unit pu and other press representative join the staff in Madrid in the near future.

Two Years for Academy

McWilliams has just complet assignment as coordinator for pu and promotion of the 1960 Ac Awards presentation. This was tl ond year McWilliams was chos this position by the advertisin publicity directors' committee Motion Picture Association.

Between the two Academy campaigns, McWilliams assisted Doob at Metro-Goldwyn-Mayer publicity and promotion campai "Ben-Hur."

"King of Kings" will be graphed in Madrid, Rome an Holy Land in 70mm Techniran Technicolor.

Doob Resigns MGM

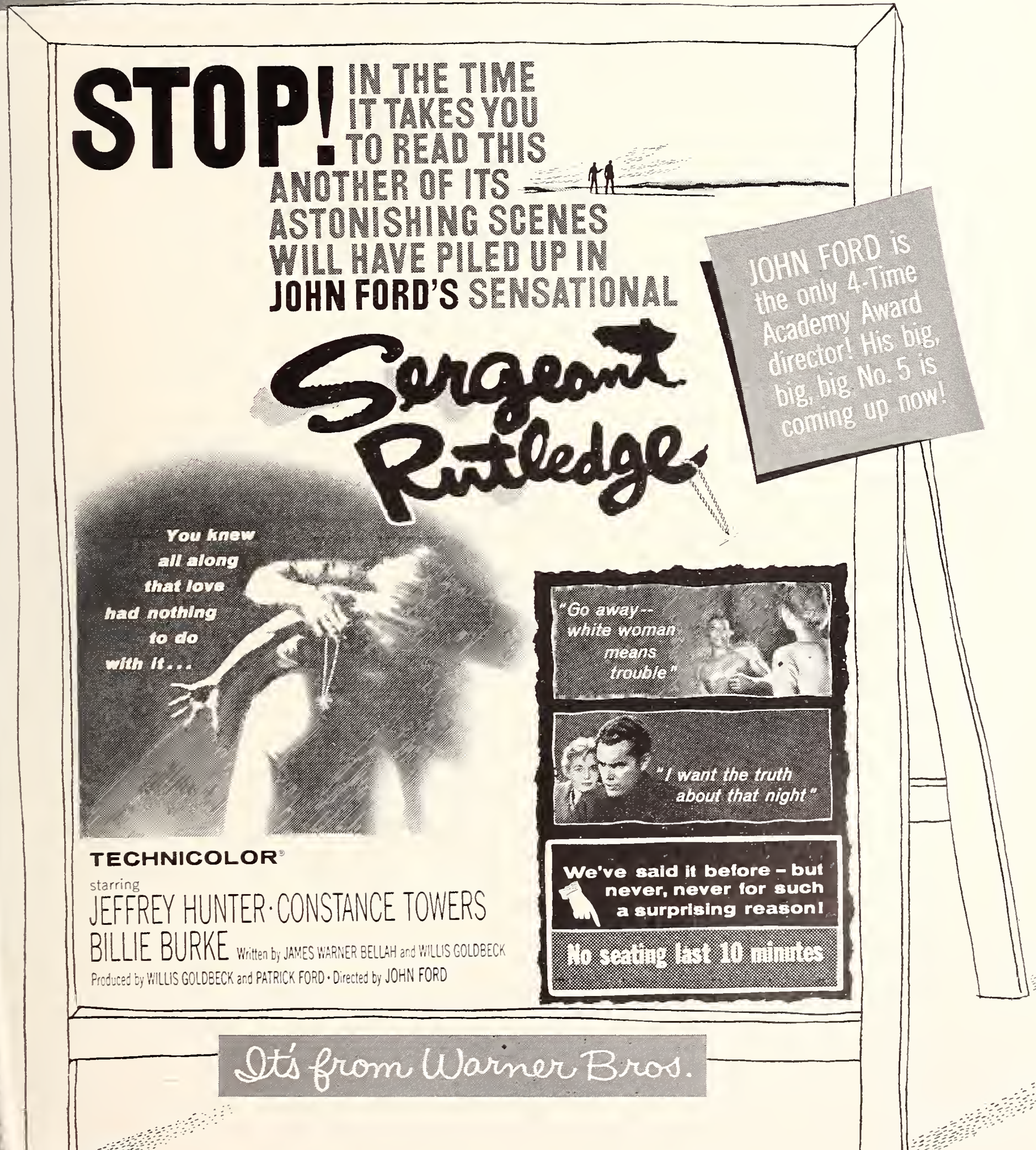
Oscar A. Doob, former Loe ecutive who came out of reti to handle special promotior Metro-Goldwyn-Mayer's "Ben resigned again as of April 15. H in Washington, D. C., and wi leave on a European trip.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISI
JANIS PAIGE • SPRING BYINGTON • RICHARD HA
FROM M-G-M IN CINEMASCOPE AND METROCOLO
and THE MUSIC HALL'S GREAT EASTER STAGE SH

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

art decorating now for
ECORATION DAY!



STOP! IN THE TIME IT TAKES YOU TO READ THIS ANOTHER OF ITS ASTONISHING SCENES WILL HAVE PILED UP IN **JOHN FORD'S** SENSATIONAL

Sergeant Rutledge

JOHN FORD is the only 4-Time Academy Award director! His big, big, big No. 5 is coming up now!

You knew all along that love had nothing to do with it...

"Go away— white woman means trouble"

"I want the truth about that night"

We've said it before – but never, never for such a surprising reason!

No seating last 10 minutes

TECHNICOLOR®

starring

JEFFREY HUNTER · CONSTANCE TOWERS

BILLIE BURKE Written by JAMES WARNER BELLAH and WILLIS GOLDBECK

Produced by WILLIS GOLDBECK and PATRICK FORD · Directed by JOHN FORD

It's from Warner Bros.

HE TRICK TEXT TRAILER!

R THE FREE INTERMISSION RECORD!

HE TRICK TV SPOTS! HEAR THE TRICK RADIO SPOTS! SEE THE PRESSBOOK RIGHT AWAY!

(And screen it, screen it, screen it!)

Television Today

Who's Where

Jack M. Goetz, public relations director for Consolidated Film Industries, has been elected as chairman of the board of the Television Film Association, Inc. in Hollywood.

☐

Stephen Muffatti has been appointed director of commercials for Terrytoons, a division of CBS Films Inc., it was announced by **William M. Weiss,** Terrytoons vice-president and general manager. At the same time, Weiss said that **Eli Bauer** will move from Terrytoons' New Rochelle Studios to the New York office to take charge of story, layouts and design of commercials under Muffatti.

☐

The appointment of **Carl Lindemann Jr.** as vice-president, program sales, NBC Television Network, was announced by **Walter D. Scott,** executive vice-president, NBC Television Network. Mr. Lindemann, who has been vice-president, daytime programs, since April, 1959, will report to **Don Durgin,** vice president, Television Network Sales.

☐

Frank Young has been appointed assistant director of publicity and special events of the Metropolitan Broadcasting Corporation, **Phil Cowan,** director of the department, announced.

☐

Robert Seidelman has been elected vice-president in charge of syndication of Screen Gems, it was announced by **Jerome Hyams,** vice-president and general manager. Seidelman, who has been director of syndication since last fall, will continue to supervise the company's syndication operations. His new title was formerly held by Hyams.

Campbell in Three-Year Renewal of 'Lassie'

From THE DAILY Bureau

HOLLYWOOD, April 18—The Jack Wrather Organization has announced the renewal of the "Lassie" television program by the Campbell Soup Company, who will continue as sponsor for an additional three-year period beginning September, 1960. A consideration in excess of $6,000,000 is involved over the three-year term, which includes the production of a maximum of 39 new "Lassie" programs to be produced this summer for the 1960-61 season release, and a similar number for each of the succeeding two years.

Filming of the new series will begin soon. Robert Golden, producer of the current "Lassie" series now running over 147 stations of the CBS-TV network each Sunday evening at 7 P.M., will produce the new series. Bonita Granville Wrather will be associate producer, and the cast of Lassie, Jon Provost, June Lockhart, and Hugh Reilly will continue in their customary roles.

Chances for Educational TV in D.C. by '61 Good

From THE DAILY Bureau

WASHINGTON, April 18.—Chances of establishing an educational TV station here to begin operations by the fall of 1961 "now are very good," according to Mrs. Edmund D. Campbell, president, Greater Washington Educational Television Association.

The group expects to start soon to raise the estimated $300,000 to $400,000 that will be needed for construction of studios and a transmitting tower. Area school systems are cooperating in drawing up a curriculum which might be broadcast by the educational station. The District of Columbia government, which has been using educational programs aired through the facilities of a local station, WTTG, is going to drop them.

Estimate $150,000 a Year

It is estimated that it would cost about $150,000 a year to have an educational TV station supply 4 hours daily of elementary school programming. The Washington educational TV group contemplates taping programs for sale to other school-TV systems throughout the country.

Treyz Designated as AB-PT Board Nominee

Oliver Treyz, president of the ABC Television Network, has been designated as a nominee for director of American Broadcasting - Paramount Theatres, Inc., for the coming year. Treyz would fill the vacancy caused by the death of H. Hugh McConnell on April 11.

Treyz was elected president of the American Broadcasting Company Television Network in February 1958. He had been vice-president of ABC in charge of the television network since October 1956.

Had Headed TBA

Previously Treyz was president of the Television Bureau of Advertising, Inc. He joined the TvB Jan. 1, 1955, as its first president.

TV Industries Charges Film Rights Infringed

Charging copyright infringement on five of its motion pictures, Television Industries, Inc. has filed a suit in New York Federal Court against Coranda Corp. and Friedrich Roland. The complaint charges that since January the defendants have been distributing a catalogue offering prints of the films for home viewing. The pictures are from 15 to 25 years old. Television Industries, Inc. asked for an injunction restraining the defendants from marketing the films and seeks payment for damages already sustained.

Justice Dept. Probing NBC Station-Switches

From THE DAILY Bureau

WASHINGTON, April 18. — The National Broadcasting Company's plan to switch some of its television stations is being probed by the Justice Department. The inquiry is mandatory under the terms of an anti-trust decree to which NBC and Radio Corporation of America are parties.

In addition, a complaint has been filed by the *San Francisco Chronicle,* owner of KRON-TV. One of the switches proposed by NBC is the purchase of KVTU, San Francisco, for about $7,500,000. KRON-TV is now the NBC outlet there.

NBC proposes to dispose of Philadelphia's WRCV-AM-FM-TV to RKO General. This is required under the anti-trust decree. In exchange, it would get RKO's stations in Boston. RKO also would buy the Washington NBC outlet, WRC-FM-TV, for about $11,500,000.

Defense Begins Case

(*Continued from page 1*)

day by Louis Nizer, chief counsel for Loew's, United Artists, and Associated Artists Productions, was Charles Barry, formerly vice-president for M-G-M—TV. Barry told Judge Archie O. Dawson that when his company began to sell films to TV it was forced to sell the full library in a package due to a shortage of prints and a lack of salesmen.

Barry added, however, that in March, 1957, seven months after the first sales to TV, policy was changed to permit sales of selected films. It was a question of "feeling our way around" at the beginning, he stated.

Barry's testimony was challenged by Leonard Posner, government trial attorney, who tried to prove that enough prints were on hand in 1956 for Loew's to have sold the films individually.

Other witnesses called yesterday were Robert Norvet and Richard A. Harper, whose testimony was largely technical. Harper will be recalled today. Other defendants are Screen Gems, National Telefilm Associates and C & C Super Corp.

William Savits Dies

PORTSMOUTH, N. H., April 18.—William Savits, 63, for many years manager of the Civic Theatre here, died suddenly late last week, leaving a widow, his mother, son, daughter and grandchild. Funeral services were held at Newton Center, Mass.

Drive-In To Be Moved

CHARLOTTE, N. C., April 18.—The North 21 Drive-In Theatre here will be moved bag and baggage across town. In so doing it will become the South 21.

H. B. Meiselman, owner of the South 21 and of the site of the former North 21, said the theatre will be moved so the site on U.S. 21 south of the city can be developed for business.

RKO Gener

(*Continued from page 1*)

the first move in the firm's pl
use Hartford as a testing groun
subscription television. The syste
be used, if FCC later approv
application for a pay-TV exper
there, is Zenith's Phonevision.

The Hartford station woul
bought by a new firm, Ha
Phonevision Co., solely owne
RKO General. It is capitaliz
$250,000, of which $245,000 is
paid after FCC approves trans
the station.

FCC was told in the appli
that WHCT's finances cannot "i
continued operation." RKO an
nith believe their "financial capa
and vast broadcasting experienc
sure continued operation and th
proposed subscription-TV tests
prove the basis for stabilization
dependent UHF operation and t
tion-wide expansion thereof."

'Principal Interest' Describe

RKO General says it is "princ
interested in determining the c
bution that subscription televisio
make to insure the operation o
tions situated as is WHCT, an
acquisition here proposed is the
effective means of carrying this
ect forward. It realizes that the
ing of this application will not
the authorization of subscription
by the commission, but is willi
take that risk."

After the FCC authorizes pa
RKO General says, "commercia
grams will be complemented b
eral hours of subscription pro
each week." In the meantime, t
programs filed with the FCC
that WHCT will rely heavily o
vies for its programming. It pl
broadcast 58 hours weekly on a
mercial basis, and will show
three feature films daily. Most
listed programs will also be on
Entertainment will constitute 77
cent of WHCT's programs.

Leasing Plan Set

Purchase of WHCT involves
ment of $150,000 for non-fixe
intangible assets. Plant and equi
will be leased at $10,000 a ye
the first four years and $34,0
nually for the next six years. W
also gets an option to buy 10 pe
of Hartford Phonevision's stock
four years for $5,000. (It has
shares authorized, and has
25,000 at $10 per share).

Hartford's president, Edward
dei, has a 30-day option to bu
stock in WHCT held by Dav
Harris for $150,000—the seller's

The original cost of WHCT i
mated at $608,507. Its depre
value is $415,985.

150 'Fugitive' Book

More than 150 dates have be
for Tennessee Williams' "The
tive Kind" in key cities in the
States and Canada over the nex
week period, it was announc
William J. Heineman, United
vice-president.

iated British Will
New Theatre

rom THE DAILY Bureau

DON, April 18. — Associated
Cinemas is to build a luxury
and shops in Sheffield, York-
his new theatre, to seat 1,200,
cupy a dominant position in
.
sion has been made for Todd-
sentation.

itish Plea

Continued from page 1)

increased as also, due to fall-
erican product, has their share
home market itself. During the
period the government has
he exhibitors' rate of levy con-
n and, additionally, overseas
s of British films have been
g at a substantial rate. On the
and, during the same period
1,200 cinemas have closed at
which has risen annually and
standing tax reliefs and in-
prices, the exhibitors share of
x-office receipts has fallen by
£4-£5 million ($14,000,000).
owledging that producers need
legree of support if production
maintained, the report points
at from an overall exhibitor
f view, exhibitors now see little,
economic justification, while
sent situation continues, for a
excess of £2 million ($5,600,-

Cinematograph Films Act of
ermits the fixing of a levy to
om exhibitors between £2 mil-
d £5 million annually depend-
n the prevailing economic cir-
nces of both exhibitors and
ers." British producers have al-
maintained that a £5 million
essential for the good of pro-
and everybody in the industry.

ther Complaints Outlined

r exhibitor complaints in their
are the lack of information
ritish producers on their losses
ofits; the inability of exhibitors
ain British feature films, not-
nding the fact that they have
bed substantial levy payments
s the cost of their production;
e need to fix a "ceiling" on the
t which successful films can
rom the production fund.
ming-up, the report points to
bility of exhibitors with inade-
takings to afford levy payments
lls for a raising, especially in
f the recent entertainment tax
on, of the present £150 ($420)
tion limit.
lly, the report declares that the
f some producers for a levy is
some cases than others, to the
of it becoming entirely super-
in certain cases. In those cir-
nces, concludes the report, it
presumably be acknowledged
tish producers that "it would be
onable to expect an exhibitor to
substantial sum in levy each
nd yet not operate at a profit."

Film Re-Use in SAG Pact

(*Continued from page* 1)

wait for the return and counting of ballots sent to out-of-town SAG members, which will take several weeks more. The mail ballot traditionally endorses action taken at membership meetings, particularly in instances such as this on which the SAG board makes a strong recommendation.

The report mailed to SAG members accompanying the ballots says: "The contract represents the most significant gains for actors ever made in any Guild negotiation. It could not have been achieved without your strike action. . . . The Guild board of directors believes this agreement is a tremendous achievement. The board strongly urges ratification of the contract."

Provides for Talks Before Re-Use

The provision covering re-use of film stipulates that the separate bargaining and agreement on payment to actors for the re-use must occur before the re-use is made, and violation of the provision entitles an actor to damages of triple the amount originally paid for the material re-used.

Another provision of the new contract considered of importance here is one which gives actors coverage for work abroad if he was employed for it in the U.S., in other words, he will have the full coverage of the terms and working conditions of the new contract while he is working on a picture abroad, provided he was hired for the picture in the U.S.

Other previously unpublicized provisions of the contract include the following:

Correction of abuses. Producer to give SAG copies of actors' time records; separate itemization on pay checks of compensation for overtime, fittings, penalties, etc.; new penalties for meal period violations increasing each ½ hour; recovery of damages if producer consistently makes late payments.

"Money break" re overtime. The "money break" figure is now $1,500 per week for all players including those under term contracts.

Trailers. Full day-player rates to be paid actors, with additional compensation for "tags."

Accident insurance. Producer to provide at least $20,000 insurance for actors flying at the request of the producer.

Five-day week in all areas where Guild has branches, if picture substantially photographed in branch area.

Preference of employment for day-players in all areas where Guild has branches.

Tours and personal appearances: shall be work time for all purposes while actor is working in picture; term contract players not working in picture will be paid at straight time for every day including travel days, with first-class transportation and reasonable expenses to be paid to all actors on tours and personal appearances; reasonable rest periods guaranteed.

WGA, AMPP

(*Continued from page* 1)

of negotiations between WGA and the Association of Motion Picture Producers to settle the writers strike. No statement or date for a future meeting was issued at the conclusion of the two-and-one-half-hour bargaining session.

Valentine Davies and Edmund North were co-chairmen of WGA's negotiating committee, which included Michael Franklin, executive secretary, and Mel Nimmer, WGA attorney, 10 members of the AMPP negotiating committee attended under the chairmanship of Charles Boren, AMPP executive vice-president.

New Chicago Drive-In To Open on April 29

Special to THE DAILY

CHICAGO, April 18.—The 53 Outdoor Theatre, constructed at the intersection of highways 53 and 12 near suburban Palatine, will open on Friday, April 29, showing films first-run built at a cost of $500,000, has a direct from the Loop. The theatre, 2,000-car capacity and a screen 130 feet wide by 65.

H. Schoenstadt and Sons, theatre owners and operators for over 50 years, are entering the outdoor theatre field for the first time with this new unit.

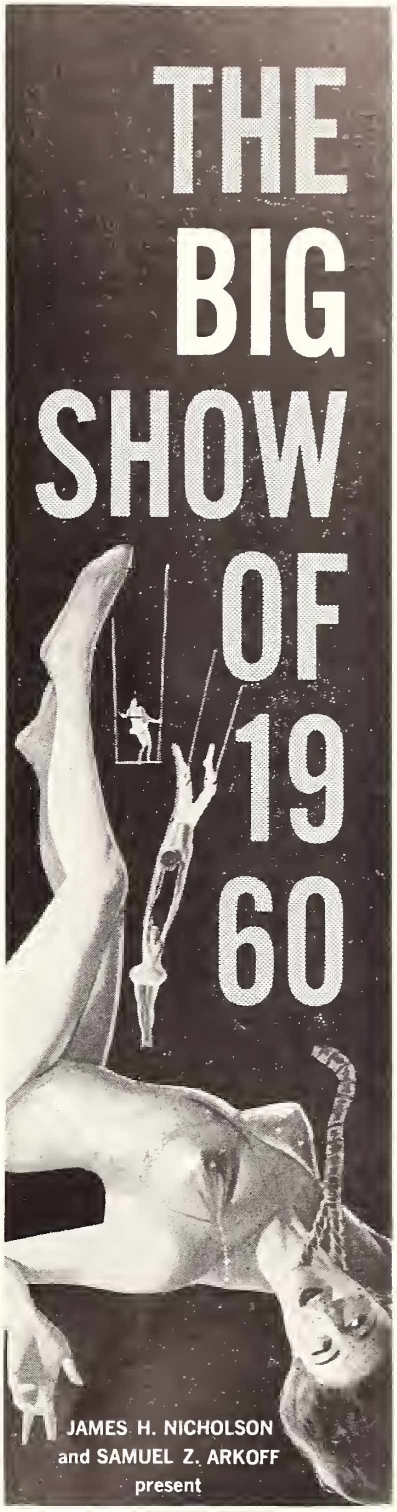
New Delay Timer Is Announced by S.O.S.

S.O.S. Cinema Supply Corporation has announced a new Lectronotch delay timer, variable time delay unit for motion picture printing cue systems. Use of the device is thus explained by Joseph A. Tanney, president of S.O.S.:

"Quite often laboratories are faced with the problem of running negatives notched for a particular machine on another type printer with a longer scene-to-notch spacing. They have met the problem by patching and renotching, reprinting with a single timing light, or maintaining an old non-standard printer especially for the job. Our new Lectronotch unit simply delays the impulse to the light-change mechanism until the correct frame is in position."

Heads WOMPI Group

JACKSONVILLE, April 18.—Philomena Eckert, a member of the Columbia Pictures staff here, has been named president of the local chapter, Women of the Motion Picture Industry. Other new officers are: first vice-president, Flo Walden, Jack Rigg Booking Agency; second vice-president, June Faircloth, Pinecrest Drive-in; recording secretary, Shirley Gordon, Warner Brothers; corresponding secretary, Memie Newman, Columbia Pictures, and treasurer, Ida Belle Levy, United Artists.



CIRCUS OF
HORRORS
AN AMERICAN-INTERNATIONAL PICTURE
IN
SPECTA-COLOR

MPAA Board

(Continued from page 1)

of Warner Brothers Pictures. Benj. Kalmenson, executive vice-president of Warners, remains a member of the board.

Johnston read to the board a statement from the MPAA advertising and publicity directors committee, signed by Chairman Silas F. Seadler. The statement read:

"In view of the considerable investment of the companies in the recently concluded Academy Awards telecast, they will be pleased to know that all records were broken in the amount of space and attention achieved in the build-up of public interest in the Oscar competition. Twice as many exhibitors bought kits; the participation by theatres, distributors, press, radio, TV, outdoor advertising—in fact, all the nation's mass media—exceeded by far any previous year.

"As a result, Oscar Night won an all-time high audience, more than any program in TV history. It is obvious that when our industry is unified for a common goal there is no ceiling to what we can accomplish. The Academy Awards represent the high-point of industry team-work."

AIP Meeting

(Continued from page 1)

AIP executives James Nicholson and Samuel Z. Arkoff, which will be presided over by Leon Blender, vice-president in charge of distribution will be Milton Moritz, director of advertising and publicity; Ed Heiber, Eastern division sales manager; Herman Beiersdorf, Southern division sales manager; Ruth Pologe, Eastern advertising and publicity manager; Spence Steinhurst, Southern advertising and publicity manager; Milton Overman, midwestern advertising and publicity manager; and Betty Moos, print controller.

Joe Jackson, chief film buyer for Interstate Theatres of Dallas will also attend screenings of "Circus of Horrors," "Why Must I Die?", "House of Usher," and "The Rough and the Smooth."

Similar meetings will be scheduled on future product to maintain closer liaison between home-office and field representatives in constant touch with exhibitors, the company heads announced.

Women's Clubs Call 'Porgy' Best Musical of the Year

From THE DAILY Bureau

HOLLYWOOD, April 18. — The General Federation of Women's Clubs of the United States has elected Samuel Goldwyn's "Porgy and Bess" as the best musical production of the year.

Presentation of the award to a representative of the Goldwyn organization will take place in Milwaukee May 4 at the annual meeting of the Federation.

REVIEW:

The Battle of the Sexes

Bryanston—Continental

ONE OF AMERICAN humorist James Thurber's stories concerned with his perennial theme of the perpetual war between man and his mate has here been translated to the screen by an English production company. The result is a continuously amusing and sometimes riotously funny film, at its best when it is being Thurberish and British at the same time and at its worst when it descends to prolonged slapstick.

Best of all the picture stars Peter Sellers, young new sensation of the British acting scene, who gives a wonderfully appealing portrait of a dour, steadfast Scot who is driven to a mad attempt at murder by the innovations of an American woman industrial expert who has bewitched his employer. Also outstanding is Robert Morley as the young heir to the house of MacPherson, centuries-old and tradition bound manufacturers of Scotch tweed. Constance Cummings is weakest of the three as the brisk and efficient business woman who invades Sellers' quill pen and musty volume bookkeeping department with adding machines, intercoms and modern filing cabinets.

Sellers' murder attempt comes to naught through his own temerity at crucial moments but his failure suggests a better way to him and he eventually succeeds in discrediting the lady and driving her to tears, an eventuality which at the very end suggests that there is no possible way for man to win the war.

The story in the Thurber original was titled "The Catbird Seat," an idiom unknown to the British which is rather clumsily explained in the film.

Monja Danischewsky produced and wrote the screenplay and Charles Crichton directed with a sure hand for the tempo required in the transition from satire to slapstick.

Running time, 88 minutes. General classification. April release.

JAMES D. IVERS

Newsreels

(Continued from page 1)

long that bookings accorded the newsreels by many theatres, and the lack of promotion for them by many others, is disproportionate the the reels' contributions to industry public relations and good will. They point out that the contention of many theatres that television has eliminated the need for newsreels is a fallacy because newsreel content and handling is different, newsreels frequently give on-the-spot coverage of what television handles simply as a news item read by a commentator and, importantly, theatre patrons look for a newsreel in the theatre—they shouldn't be encouraged by exhibitors to depend on their home screens for their pictorial news coverage.

Glass, Seltzer to Paris

HOLLYWOOD, April 18. — Pennebaker Productions executive producers George Glass and Walter Seltzer, and director Martin Ritt, leave tomorrow for Paris to scout locations for "Paris Blues," which Ritt will direct in September and which will star Paul Newman. Glass and Seltzer will go also to London in regard to their Pennebaker-Baroda production, "First Train to Babylon," which will star Gary Cooper.

The producers will stop in New York on their way back to the Coast to confer with Marlon Brando, Sr., president of Pennebaker Productions.

Warn 'Third Parties' In British TV Deals

From THE DAILY Bureau

LONDON, April 18. — A reminder that British exhibitors will take action against sellers of films to television here despite any such deals being negotiated by third parties not actively concerned in the trade, was issued by the Cinematograph Exhibitors Ass'n. CEA stated: "Current trade rumours which, it is hoped are groundless, to the effect that TV rights in films are being acquired or negotiated by third parties not actively concerned in the trade, presumably with the ultimate intention of such films subsequently being made available to the BBC (British Broadcasting Corporation) and/or commercial contractors, necessitate the Association's attitude being made clear."

Exhibitors here are already operating boycotts against producers David Selznick, John Woolf and Daniel Angel, because of their film sales to the British TV networks.

The board of FIDO (Film Industry Defence Organisations)—set up to acquire the TV rights of British films—meets on April 28.

Bertolino Going to Rome

HOLLYWOOD, April 18. — Co-producer Goffredo P. Bertolino will leave here tomorrow for Rome to start pre-production on American International Pictures' "Goliath and the Dra- which starts shooting June 6.

PEOPL

Colan MacArthur, managing tor of J. Arthur Rank Overseas Distributors, has been named a tor of the British Commonweal ternational News Agency. The cy, incorporated in 1957, was by the British Broadcasting Cor Rank Organisation, the Aust Broadcasting Commission an Canadian Broadcasting Corp. t vide an international service of on film.

☐

Janet Green, authoress of phire," produced by the Rank isation and distributed in the by Universal - International, w ceive an "Edgar" from the M Writers of America as the "bes tery writer of the year." It w presented on Thursday at the ger-Vanderbilt Hotel here as a f of the organization's 15th anniv party.

☐

Walter Tremor, formerly St. burg city manager for Florida Theatres, who has been a mem the FST home office executive Jacksonville for the past two has returned to St. Petersburg t as advertising director for the c Florida West Coast theatres. been succeeded in Jacksonvil **Phil Keogh,** a former Midwes

☐

Jean Renoir, French film di will be the principal speaker at day conference on film Product be held June 11-12 in San Fra Titled "A Weekend with Jean R the program will be presented University of California Extensi the Extension Center.

☐

George Vaughan, long an exh has joined the booking staff of Theatres, Leesburg, Fla.

☐

James T. Victory will assu newly-created post of direct syndication sales for CBS Fil fective immediately, it was ann by **Sam Cook Digges,** adminis vice-president. At the same time ges announced the appointm **James H. McCormick** to the created position of eastern sale ager.

Earl Gehringer, 65

CLEVELAND, April 18. Gehringer, 65, projectionist f past 35 years and pioneer mem Local 160, IATSE, died here heart ailment. A veteran of War I, he was awarded the Cr Guerre by France and the Star by the U.S. He is survived wife, Sophia; a daughter, Mrs. guerite Bosse, and a son, Earl,

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 76 NEW YORK, U.S.A., WEDNESDAY, APRIL 20, 1960 TEN CENTS

Untapped Audience'

ew Image' ive to Back x's 'David'

man Feels Campaign Draw $35,000,000

By JAMES D. IVERS

jor advertising and promotion-paign designed to create a nage" has been built around and Bathsheba" and is set nching next week when the ntury-Fox biblical epic opens heatres in Los Angeles, first a new saturation release.

campaign was detailed at a onference yesterday by Abe an, advertising director of the y, who pointed out that the Zanuck production—one of the y's biggest grossers of all time perlative values for today's "We have found," he said, ere is an untapped audience l of over 35 million people ll respond to the campaign—re generation of moviegoers

Continued on page 7)

Pa., Nat'l Allied Still Far Apart

Special to THE DAILY

SBURGH, April 19. — No de-rogress in the strained rela-etween Allied Theatre Own-Vestern Pennsylvania and na-Allied was reported after a here today between officials groups.

Hendel, president of the Pennsylvania group which from national Allied a few ago, said that a meeting of nembers would be held some-the near future with officials onal Allied discuss the pos-of re-affiliation.

U. S. Companies Behind Schedule in Releasing Soviet Films; Reds Lag, Too

By RICHARD GERTNER

The major U.S. film distributors have not kept to their original schedule in releasing the seven Russian pictures involved in the cultural exchange agreement between the two countries. At the same time, the Soviets have been extremely slow about opening the ten American pictures they contracted to show, with "Marty" the only one publicly exhibited there to date for a continued run. "Roman Holiday" has had some "pre-release" one-shot bookings.

Under the original plan the Amer-

(*Continued on page* 3)

Columbia Slates Three Regional Sales Meetings

A series of three regional sales meetings involving both home office and field force executives of Columbia Pictures has been set for next month, it was announced yesterday by Rube Jackter, Columbia vice-president and general sales manager. In all, six home office executives and 36 division and branch managers will attend the three sessions.

In calling the sales meetings, Jackter

(*Continued on page* 7)

Peabody Awards for TV, Radio Are Presented

Distinguished achievement by television and radio during 1959 was recognized with the presentation of George Foster Peabody Awards at a luncheon meeting yesterday of the Radio and Television Executives Society of New York in the Grand Ball-

(*Continued on page* 6)

Rockefeller Signs Bill Setting $1 Wage Floor

Special to THE DAILY

ALBANY, N. Y., April 19.—Gov. Nelson Rockefeller this afternoon signed an Assembly Rules Committee bill which establishes, effective Oct. 1, a state-wide "wage floor" of one dollar an hour. It likewise "streamlines the flexible industry-by-industry wage-board procedure" for establishing higher minimum wages for workers in

(*Continued on page* 8)

TELEVISION TODAY—page 6

$3,000,000 Budget Set For Capra's 'Miracles'

By SAUL OSTROVE

Frank Capra will produce and direct for United Artists release "Pocketful of Miracles," a $3,000,000 picture in color based on the same adapted Damon Runyon short story Capra directed for Columbia Pictures in 1932 as "Lady For a Day."

Casting is not set but shooting will

(*Continued on page* 7)

Allied E.D.C. Bulletin Called 'Vicious' by Poe

Terming the recent Allied States' emergency defense committee bulletin on the role of producers' representatives a "vicious attack," Seymour Poe, head of Producers Representatives, Inc., yesterday issued a statement in reply.

"Apparently," he said, "the author

(*Continued on page* 7)

'Bulk-Lot' TV Booking Essential, Says MGM

Loew's, Inc. (MGM) was not in a position to license individual films to television until the Spring of 1957 and therefore had to sell its entire 723-picture library in bulk lots, a defense witness testified in New York Federal Court yesterday in the government's "block-booking" case

(*Continued on page* 3)

Two Dissents

SAG Officially Ends Strike by Huge Majority

Filming Resumes As 1,500 Vote to Accept Peace Terms

From THE DAILY Bureau

HOLLYWOOD, April 19.—The 32-day strike against major studios officially ended late last night as 1,500 members of the Screen Actors Guild packed the Palladium Ballroom here at a mass meeting which registered an overwhelming vote to ratify the new three-year contract with major film producers.

The ratification by the meeting, by previous agreement, permits all of the struck studios to resume production of new pictures. Since April 8, when an agreement on terms for settlement of the strike was announced jointly by SAG and the Association of M.P. Producers, work was permitted only

(*Continued on page* 2)

Report WGA Sticks to Post-'48s Pay Demand

From THE DAILY Bureau

HOLLYWOOD, April 19. — The Writers Guild of America, in renewed negotiations with the Association of M. P. Producers here yesterday, is reported to have given no indication of any intention of abandoning its original demand for participation in revenue from post-1948 films sold to television. WGA is said to be particularly insistent in the instance of any pictures which may be shown on pay-TV.

It had been widely believed that WGA would look favorably upon the settlement terms reached by AMPP with the Screen Actors Guild, which granted no TV participations on pictures made prior to Jan. 31, 1960.

the EAST it's
OVIELAB
for...
COLOR
BLACK & WHITE
FOR YOUR SCREENINGS
Film & Tape EDITING & STORAGE Rooms
MOVIELAB BUILDING
619 W. 54th ST.
NEW YORK 19,
JUDSON 6-0360

PERSONAL MENTION

ABE SCHNEIDER, president of Columbia Pictures, and MRS. SCHNEIDER will leave New York today aboard the "Queen Mary" for Europe.

•

RUTH POLOGE, American International Pictures Eastern publicity manager, will leave New York for the Coast today for studio conferences.

•

MRS. RICHARD GASTON, wife of the Griffin, Ga., exhibitor, has given birth there to a girl, their third child.

•

G. M. LOEB, of E. F. Hutton & Co., film securities specialist, will leave New York today with MRS. LOEB aboard the "Queen Mary" for Europe.

•

ED SMART, manager of the State Theatre, Cuyahoga Falls, O., is confined to Green Cross Hospital, Akron.

•

HENRY HURY, manager of the Strand Theatre, Birmingham, Ala., and MRS. HURY are celebrating their 50th wedding anniversary.

•

HENRY SALTER, television producer, will leave New York today for Europe.

•

SPENCE STEINHURST, Southeastern publicity manager for American International Pictures, has left Atlanta for Hollywood.

'Buddy' Big in Texas

"My Dog Buddy," a McLendon Radio Picture for Columbia Pictures release, rolled up outstanding business in its saturation openings throughout Texas, Columbia reported. It grossed $13,225 at seven theatres in Houston for its first four days. In five houses in Dallas, the four-day total was over $11,000.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Four New Properties Scheduled by Bronston

Four new properties have been placed in preparation for production by Samuel Bronston, who is currently in New York. Bronston will return to Madrid next week to start his "King of Kings."

First of the forthcoming subjects on Mr. Bronston's schedule will be "El Cid," which Anthony Mann will direct. "Don Quixote" will be directed by Hugo Fregonese, with a June starting date.

"Carmen" will be the third production scheduled to go before the cameras, and "Captain Kidd" completes the present schedule.

Court Upholds Eight Distributors in Suits

Special to THE DAILY

RICHMOND, April 19.—Appeals taken by defendant exhibitors were dismissed here yesterday by the U.S. Court of Appeals, and judgments aggregating over $93,000, which were recovered by distributors in eight percentage fraud actions in South Carolina will stand.

The court granted the motions of Paramount, Universal, Loew's, United Artists, RKO Teleradio, Columbia, 20th Century-Fox and Warner Brothers to dismiss the appeals taken from the judgments entered in the distributors' favor by U.S. Judge C. C. Wyche in Federal Court in Aiken, S. C., after a 35 day trial before a special master who found in favor of the distributors. The actions had been brought in Aiken against Herbert B. Ram and others operating 10 theatres in South Carolina and Georgia.

The distributors were represented by attorneys Augustus T. Graydon, of Columbia, S. C.; William R. Glendon of Royall, Koegel, Harris & Caskey, New York, and John F. Whicher of Sargoy & Stein, New York. Representing the exhibitors were attorneys Lonnie Garvin of Aiken, and Isadore S. Bernstein of Columbia, S. C.

B&K '59 Net Earnings Reported at $751,220

Special to THE DAILY

CHICAGO, April 19. — Balaban & Katz net earnings in 1959, after taxes but including capital gains from the sale of properties, were $751,220, or $2.86 a share, it was announced here today by David B. Wallerstein, president, at the annual stockholders meeting of the organization. Dividends of $2.50 a share were paid during the year.

Directors elected were Wallerstein, Arthur A. Goldberg, Elmer C. Upton, Leonard H. Goldenson, Simon B. Siegel, Edward L. Hyman and Sidney M. Markley.

AMPP and Directors Guild To Resume Talks Tomorrow

From THE DAILY Bureau

HOLLYWOOD, April 19. — Negotiators of the Association of Motion Picture Producers will resume their bargaining sessions with Directors Guild of America at the guild's headquarters Thursday night.

AMPP representatives are attempting to schedule their meetings with the writers and directors in a manner that will permit them sufficient time to study all proposals on the new contract demands.

Glett Leaving NT&T; Will Set Up Own Firm

From THE DAILY Bureau

HOLLYWOOD, April 19.—Charles L. Glett, vice-president of National Theatres and Television, Inc., has tendered his resignation as an officer of the company and its subsidiaries to set up a company of his own, embracing phases of the broadcast industry, it was announced by B. Gerald Cantor, NT&T president and chairman of the board. The effective date of his resignation is June 29.

Cantor paid tribute to Glett for his part in acquiring and administrating operations of WDAF-TV and radio in Kansas City, and the Williamsport Cable Company in Pennsylvania, for NT&T.

Glett, in addition to parent company duties, has been serving as president and director of the following subsidiaries: National Television Investments; National-Missouri TV, operating company for WDAF-AM, TV, and Williamsport cable Co.

Benjamin Fete Planned At '21' Session Here

Leading executives of the entertainment and publishing fields attended a planning session here last night at "21" for the Brandeis University dinner honoring Robert S. Benjamin, United Artists board chairman. The dinner will be held in the Sert Room of the Waldorf-Astoria on Tuesday, June 7.

Hosts at a cocktail-reception and co-chairmen of the Benjamin tribute are Barney Balaban, president of Paramount Pictures; Louis Nizer, senior partner in the law firm of Phillips, Nizer, Benjamin, Krim and Ballon; Abe Schneider, president of Columbia Pictures, and Spyros Skouras, president of 20th Century-Fox.

'Flame' Here April 29

Twentieth Century-Fox's "Flame Over India," a Rank Organization presentation, will open at the Paramount Theatre here on April 29, following "Wake Me When It's Over."

Strike End

(*Continued from page 1*)

on those pictures, eight in all, were in work when the SAG was called.

It was reported following night's SAG membership meetin the ratification vote missed unanimous by only two dissente

The official referendum vo mail will still have to be taken, is regarded as a formality only. I are in the mail now and must turned by May 2.

Resumption Set

It had been agreed previousl new productions could be star of today in the event that no s opposition to the settlement tern recorded at the membership m

On Monday, MOTION PI DAILY published a survey of pl Hollywood production which sl that 86 pictures have advance yond preparatory stages and w ready to go before the cameras, immediately and others over a of the next several months.

British Hail SAG Deal

HOLLYWOOD, April 19. — Aylmer, president of British Equity Association, telegraphed ald Reagan, SAG president, reg the new contract ending the strike as follows: "Profound con lations. History will date actors' right rights from today."

Schlaifer to Europe May Open New Offi

Charles Schlaifer, advertising cy president, left here yesterd Europe, where he will spend six surveying the practicality of o offices in Paris, Rome and Lond tend the Cannes Film Festival meet with producers of indepe motion pictures being made a

Establishment of additional abroad will be an extension agency's intention to have a repr ative available on the scene rega of where filming is taking plac said.

Premiere of 'Wicked' In 60 Penna. Theat

Sixty theatres in eastern Pe vania will participate in the U.S miere of the Realities Interna Films production, "The Wicked Hell," on May 4, it was anno by Joe Solomon, president of F Films, Inc., national distribut the film. Solomon is also presid Realities.

Included in the mass premie approximately 30 theatres in Phi phia. All major circuits in the will participate.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood B Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

ETTERS
THE EDITOR

NEW YORK CITY

accept the sincere thanks of l every members of the Adver- nd Publicity Directors' Com- f the Motion Picture Associa- my own, for the grand coop- ou gave the Academy Awards tion this year.

st personal regards.

Cordially,
K. MCWILLIAMS, MPA promo- l publicity coordinators, 1960 Academy Awards telecast.

Associated Circuit ; 4 Harris Houses

Special to THE DAILY

SBURGH, April 19. — The ed Circuit of this city, which 15 local indoor and drive-in in the tri-state area, has made r the four Pittsburgh houses y the Harris Amusement Co., g to an exclusive story in the *gh Sun-Telegraph.*

story said that the Harris f directors will meet tomor- act on an offer by Ernest resident of Associated. The ls for the sale of the down- rris, the Dennis in Mt. Leb- ne Liberty Theatre in East and the South Hills in Dor-

Harris circuit, one of the old- e United States, was founded ate John P. Harris more than ago. His son, John H. Har- ucer of "Icecapades," is pres- day. The Harris circuit owns also in Huntingdon and St. Pa.

Awards of D.A.R. e Made Tomorrow

rom THE DAILY Bureau

IINGTON, April 19. — The rs of the American Revolu- l make their annual motion awards Thursday.

ward for the best children's go to Walt Disney Produc- "The Shaggy Dog."

eviously announced, an award est patriotic film will be given Paul Jones," a Warner Bros. on.

ls will be accepted by Charles rector of advertising and pub- r Disney, and by producer nston for "John Paul Jones."

ieus' Big in Shift

leting the first week of its er from the Plaza to the Theatre on West 42nd St. and in Greenwich Village, "Black " has racked up a big $35,425 r both theatres. The receipts $24,853 for the Apollo and for the Art.

Soviet-Film Releasing Lags

(*Continued from page 1*)

ican companies were to release the pictures at the rate of one per month starting last November with "The Cranes Are Flying," drawn by Warner Bros. under the system of lots adopted for choosing which company would release which film. "Cranes" opened on schedule with a lavish formal premiere in Washington attended by diplomatic dignitaries simultaneously with the opening of "Marty" in Moscow. Subsequently "Cranes" was released to art theatres over the U.S. in which it has had some 35 bookings to date, with more now being negotiated.

It was over two months after this before the second Russian film, "Swan Lake," picked by Columbia, had its U.S. premiere in New York in February. Then Paramount opened "Circus Stars" in March also with a Washington premiere.

Two Slated for May

Of the four films to come, two are definitely set for May release—"Othello," by Universal and "The Idiot," by 20th Century-Fox. The first will open shortly at the 55th Street Playhouse in New York, and the second is also to have an opening here, possibly day-and-date with the debut of Fox's "All About Eve" in Moscow.

No plans have finalized for the other two pictures. United Artists has "Quiet Flows the Don" and a sub-titled version is on hand. But MGM does not even have a print yet for "Don Quixote" and a company spokesman said that it cannot possibly be released until late summer or fall. Nothing can be done on a campaign for "Quixote" until the executives have seen the picture, he pointed out.

As for the Russians, last reports were that "The Great Caruso" would open in Moscow this month, but there has been no announcement of the date or theatre. Other films sent there, in addition to "Eve," "Holiday" and "Marty," include "Lili," "The Old Man and the Sea," "Oklahoma!" "The Seventh Voyage of Sinbad," "Rhapsody," and "Man of 1,000 Faces."

Two Successful Here

Of the three Russian films released in the U.S. so far, "Cranes" and "Swan Lake" have been extremely successful, although restricted largely to art house bookings rather than put widely into general release as had been hoped for originally. "Circus Stars" presents a special problem and has made a less impressive showing. A quasi-documentary, it runs for only 60 minutes and thus requires another feature or several short subjects to fill out a program.

Business has been especially good for "Cranes," which has had the widest distribution so far and garnered some excellent critics' reviews. It is now in its fifth week in New York, for instance, and is expected to stay at the Fine Arts until the middle of May.

"Swan Lake was also very big in New York, having grossed $60,000 in seven weeks at the Normandie Theatre. In Boston it ran for five weeks at the Capri Theatre, grossing $25,000, and has since moved over to the Mayflower there for an extended engagement. In all, the film has had a total of 15 bookings to date, and Columbia officials express themselves as well pleased with its showing.

In the case of both "Swan Lake" and "Cranes," however, the American companies have difficulty in evaluating the full performance of the pictures here. Most of the majors have had very little experience with art film bookings and thus have no basis for comparing grosses of the Russian product with other pictures of that type. They are also unused, for the most part, to the method of slow play-off for the Soviet films but realize this is a necessity in handling foreign pictures.

Whether the Russian dialogue would be dubbed into English or the films shown with sub-titles was left up to the U.S. distributor. "Cranes" and "Quiet Flows the Don" are using the former and "Don Quixote" is expected to follow suit. Both "Idiot" and "Othello" have been dubbed. With "Swan Lake" and "Circus Stars," there was no problem, of course, since it was simply a matter of narration being recorded in English.

Lumber Assn. Objects To Minimum Wage Bill

From THE DAILY Bureau

WASHINGTON, April 19. — The House labor standards subcommittee has been told by George J. Tichy for the National Lumber Manufacturers Association that Congress should not approve an increase in the minimum wage. He added that, ideally, minimum wages should not be legislated but left to free collective bargaining with the government's role limited to assuring the basic rights of the parties.

It now looks as though the motion picture industry's witnesses will be heard by the subcommittee during the first week in May, provided all scheduling problems can be worked out. The subcommittee is trying to arrange a mutually agreeable date with prospective witnesses.

Technicolor 1960 Meet Set for May 16 Here

The annual meeting of stockholders of Technicolor, Inc., will be held on May 16 at the offices of Manufacturers Trust Co. at 510 Fifth Ave. here. The principal business of the meeting is the election of four directors for three-year terms.

Directors, all of whom are scheduled for reelection, are: James Bruce, Edward E. Ettinger, Patrick J. Frawley, Jr., and Hugh Fulton. Four of the remaining eight directors were elected for terms expiring next year, and the other four for terms expiring in 1962.

Skelton Is Buying AIP Coast Studio

From THE DAILY Bureau

HOLLYWOOD, April 19. — Red Skelton has made a deal to purchase the former Chaplin studios, currently operated by American - International Pictures as AMCO Studios, at a reported price of $1,500,000. The studio, located on La Brea Avenue, just south of Sunset Boulevard here, is being purchased from Milton Sperling and Phil Yordan. Skelton expects to take over operation May 1, as soon as deal clears escrow, and anticipates an investment of $3,000,000, to include a mobile unit. The comedian has 10 properties which he plans to film at the studio.

American - International has given up its master lease on the plant, viewing the possibility of the bulk of its product being made on a co-production basis in Europe, but will maintain its headquarters at the studio and rent space to make some of its films.

'Bulk-Lot' Booking

(*Continued from page 1*)

against six film and TV companies.

Robert Norvet, a technical authority from Metro's studio in Culver City, Calif., told Judge Archie O. Dawson that in the fall of 1956, when he and other company representatives began to examine 35mm negatives of old pictures they found that the prints had decomposed, shrunk and generally were not useable. After querying holders of their films in various parts of the world, the technical group was finally able to make 16mm duplicate negatives and 16mm prints. As a result, Harper stated, Metro did not begin selective selling until March, 1957.

Richard A. Harper, general sales manager for MGM-TV, testified that before the company went on a selective sales basis in 1957 it made 20 full library deals and 40 more deals after the change in sales policy. However, he added, more than 90 deals for pictures in odd lots also were made.

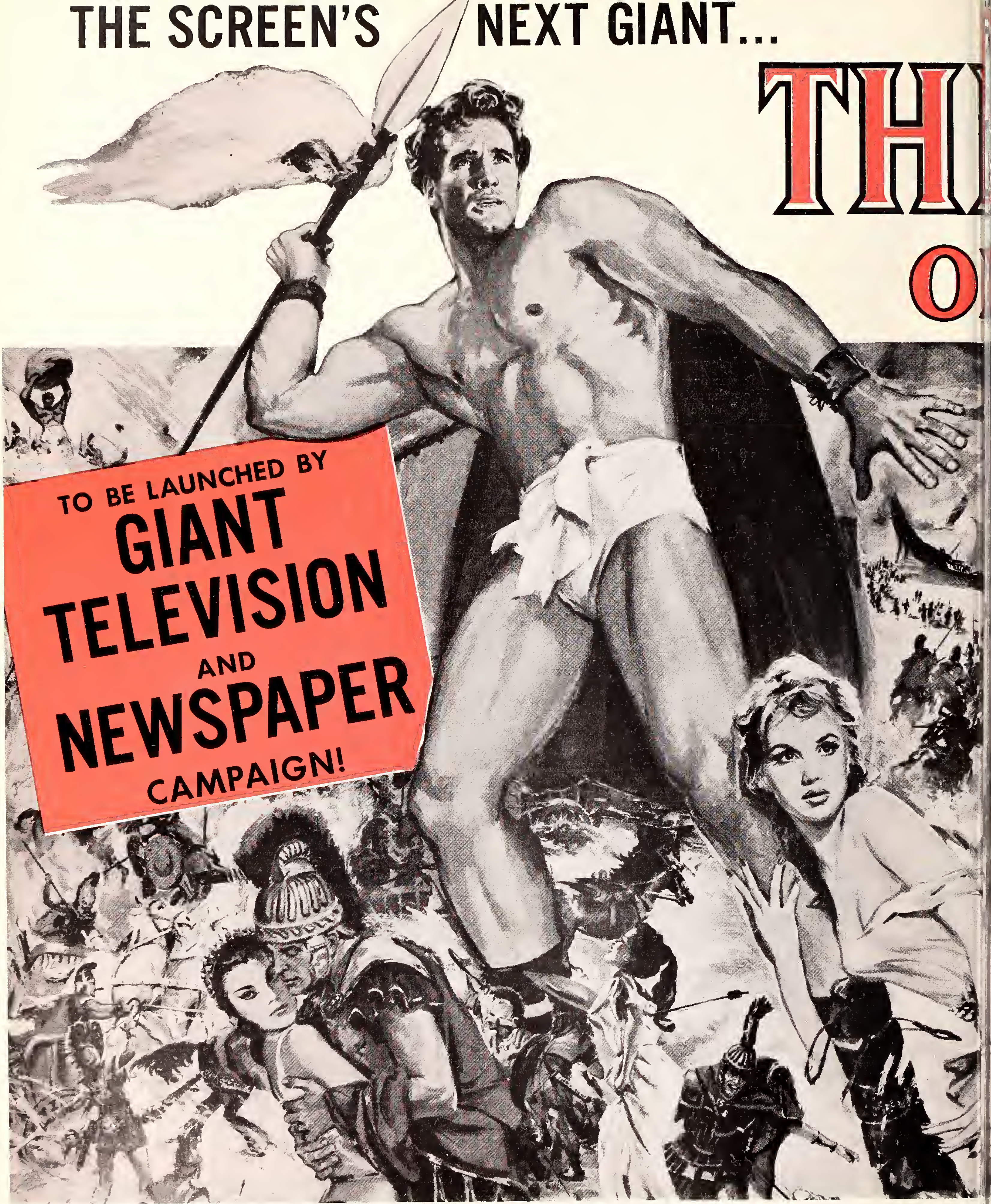
Charged along with Loew's with selling their films to TV in violation of government anti-trust laws are C & C Super Corp., Screen Gems, Associated Artists Productions, United Artists and National Telefilm Associates.

Ferguson to Des Moines

DES MOINES, April 19.—Robert S. Ferguson, Columbia Pictures national director of advertising, publicity and exploitation, arrives here tomorrow for meetings with the Great Plains Business Builders to discuss merchandising and promotion of forthcoming Columbia product. Ferguson will meet with heads and advertising representatives of the independent circuits comprising the Great Plains Business Builders, including the Central States, Tri-States, Commonwealth, Fox Midwest, Minnesota Amusement, Dickinson, Video and Pioneer circuits.

THE SCREEN'S NEXT GIANT...

TH
O

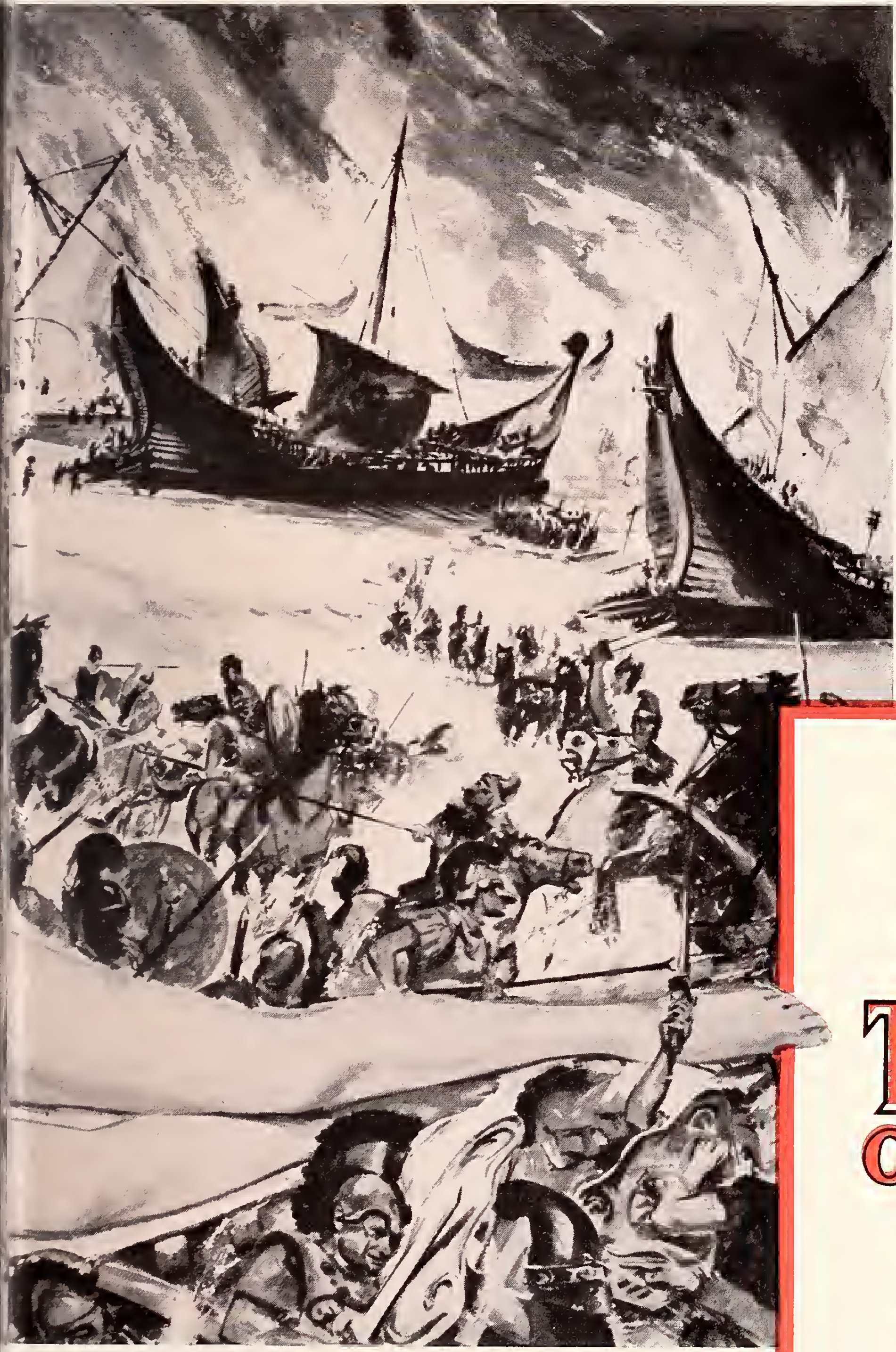


TO BE LAUNCHED BY
GIANT
TELEVISION
AND
NEWSPAPER
CAMPAIGN!

A GIANT AMONG MEN IN A GIGANTIC SPECTACLE!

GIANT THRILLS! Beautiful girl, a living battle-r
Scythe-wheeled chariots against naked heroism!
Olympic hero and the fiery girl he tamed! Hordes of b
invaders by land and sea! Pagan revels, dervish dan
mighty athletes in savage combat! Underwater attac
enemy craft by fearless swimmers and MANY MO

GIANT
ARATHON



NT ACTION! In a land of sinful pleasures he es his Gallant Hundred to defy the cruel invaders. trembled before the fury of his naked strength, en hungered for the embrace of his powerful arms.

STEVE REEVES' LATEST AND GREATEST!

You haven't seen anything yet! Storming across the Giant Screen with massive eye-filling wonders, M-G-M brings you this Giant Spectacle, greatest of its kind! It has everything to thrill, amaze and enthrall movie audiences. Everything is in GIANT size, including the promotion!

METRO-GOLDWYN-MAYER
Presents
STEVE REEVES
Star of "Hercules" and "Goliath" as

THE GIANT OF MARATHON

IN DAZZLING COLOR
with
MYLENE DEMONGEOT
DANIELA ROCCA · IVO GARRANI · PHILIPPE HERSENT · SERGIO FANTONI · ALBERTO LUPO
Produced by BRUNO VAILATI · Directed by JACQUES TOURNEUR
EASTMANCOLOR DYALSCOPE · A Titanus Galatea Lux Production

Peabody Fete

(*Continued from page 1*)

room of the Hotel Roosevelt. The winners were announced by Peabody board chairman Bennett Cerf and the awards were presented by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the awards.

Recipients and the classifications in which they won awards follow:

Television News: "Khrushchev Abroad," ABC.

Television Entertainment (non-musically): "The Play of the Week," WNTA-TV, Newark, New Jersey, and David Susskind for "The Moon and Sixpence," NBC.

Television Entertainment (Musical): "The Bell Telephone Hour," NBC, and "Great Music from Chicago." WGN-TV, Chicago.

Television Education: "The Population Explosion," CBS, and "Decisions," WGBH-TV, Boston.

Television Contribution to International Understanding: "The Ed Sullivan Show," CBS, and "Small World," CBS.

Local Television Public Services: WDSU-TV, New Orleans.

Television Special Awards: Dr. Frank Stanton, CBS, and "The Lost Class of '59," CBS.

Radio News: "The World Tonight," CBS.

Radio Public Service: "Family Living, '59," NBC.

Local Radio Public Service: WCCO, Minneapolis.

The president of the Radio and Television Executives Society of New York, Frank E. Pellegrin, executive vice-president of H-R Reps, Inc., and H-R Television, Inc., presided at the luncheon, which assembled several hundred leaders in radio and television. There were special tables for University of Georgia alumni in the New York area.

Preliminary to the announcement of the winners, Dean Drewry recalled that "the latter part of 1959 was a rough time for broadcasting," adding:

"But there were good things accomplished by TV and radio last year, as the awards to be presented today testify. Moreover, a review of the Peabody prize-winners during the 20 years of these awards will show that quality and high ratings can and often do go together. If more of the kind of thing which wins Peabody recognition were broadcast, there would be less anxiety about what is around the corner for broadcasting.

"The evil does not lie in our system, nor is it a matter of commercial broadcasting vs. educational or pay television or greater governmental control or any of the other fear–inspired suggestions. A better day for TV and radio lies in general recognition of the fact that quality and quantity can be synonymous; that good programming and wide acceptance can go hand in hand; that the tastes of the American people are higher than much on the air would seem to indicate. Peabody awards are bestowed each year in recognition of distinguished achievement and meritorious public service. If these terms had daily meaning for all broadcasters, rather than annual significance for a few winners, the future could be better than 1959."

musifex co
45 w. 45 st. n.y.c.
music for tv
series — spots
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

FROM one President to another: General Eisenhower sent a wire congratulating Dr. Frank Stanton of CBS on having won the special Peabody Award, presented for his "courage, insight and energy in fighting for freedom of journalism on the air." . . . Bill Hobin, whose credits include producing-directing "Your Show of Shows," "Pat Boone Show," "Andy Williams Show," "Bell Telephone Hour" among others, has just been signed to head the forthcoming "Ford Startime" NBChorale, "Sing Along With Mitch" May 24. (Here's a special pitch Mitch. Freddy Hillebrand's new novelty tune, "Let's All Sing Off-Key" sounds to us like a natural. It's rich, Mitch.) . . . Ira Gottlieb, one of the founders and executive vice-president of Flamingo Films, has succeeded Herman Rush as prexy. A subsidiary of the Buckeye Corporation, Flamingo will concentrate on distribution of its 115 telefeature films, 8 half-hour programs as well as "Nutty Squirrel" and other popular comic cartoons. . . . Aside to Guy Lombardo:— There's a fine performer around town named Freddy Lightner whom you should sign to play the role of "Battling Smith" in your forthcoming production of "Hit The Deck" at the Jones Beach Marine Theatre this summer. Freddy was "Smith" in the original Broadway production of the musical and when hit the deck hit the road he continued to thrill them. Guy, here's one LIGHTNER that will strike twice. . . . Dick Schneider, director of "Dough Re Mi" TVia NBC, landed the plum assignment of the year. He flies to London next week to meg the NBCoverage of Princess Margaret's nuptials and thence to Paris for the Summit Conference. Lou Hasam will be producer for both events. Ted Nathanson will sub for Dick on the "D-R-M" as daily quizzer. . . . Julie Wilson should do the ditty, "Find The Lady A Man" next time she guestrills on the "Ed CBSullivan" show. The number is her biggest click at the St. Regis and was penned by the talented new ASCAP member, Joan Bender. . . .

☆ ☆ ☆

CBSigned to co-star in a special hour-long telecast Thursday, April 28 Ray Bolger and Al Kelly will be supported by Herb Shriner, Dorothy London and Smith & Dale. The program, "Accent On Comedy," will be narrated by Mike Wallace. . . . One of the most popular of pop songwriters, M. K. Jerome, in town from Hollywood with a briefcase full of new songs, surrounded by a gang of tune pan alleyites on his first visit to the Big Apple in years. . . . We hear that Triangle Publications (TV Guide) are dickering to buy KFSD and KFSD-TV (San Diego) from NBC for about 7 million smackers. . . . "The CBSecret World of Eddie Hodges" special which will be televised June 23 will unveil the brilliant talents of composer-conductor-arranger Peter Matz. . . . Joel Spector, who produced "Make A Million" on Broadway last year, left for Hollywood yesterday to sign a director and stars for John Crosby's new comedy, "All The Best People" which he plans to open on Broadway in the Fall with Buff Cobb co-producer. . . . Seeco Records will honor Alan King with a cocktail party tomorrow afternoon at Danny's Hideaway to help launch the comic's new LPAlbum. Incidentally King has been pacted for two more guestints on the Garry Moore CBShow in May and June. . . . ABC Films doing fine with two J. Arthur Rank packages, "Special Six" and "Festival 35," the former already booked into 81 markets and "Festival 35" sold in 34 markets. Firm's "People's Choice" certainly living up to its name—currently appearing in 102 U.S. markets. . . .

Make Children's Album For TV 'Gang' Series

National Telepix is negotiating a children's album based on the original songs and music of the original "Our Gang" comedy series, which is now being scored for television syndication, it was announced by David Dietz, National Telepix president.

The album will feature 12 songs and original music composed for the series by Jack Saunders. Included also will be the special original "Our Gang" theme song, with words and music by Saunders. Illustrations of the original "Our Gang" moppets will ap full color on the cover of the The album is designed as a fu music promotion aimed at th dren's market in advance of s tion.

WABC-TV Reports B 1st Quarter in Hist

WABC-TV has just conclud most profitable first quarter i history of Channel 7, the fl station of the American Broadc Company's television network, announced yesterday by Joseph ler, vice-president and general ager of WABC-TV.

Stamler, in making the ann ment on the WABC-TV 196 quarter report, stated:

WABC-TV net profit increas per cent over the comparable of 1959 which had previously the all-time high in profit gains

WABC-TV station sales, loc national, for this 1960 period w some 15 per cent over the period;

WABC-TV ratings for the first quarter, from sign-on to 1 night, Sunday through Saturd creased overall 11 per cent, the est share of audience level in t tion's history.

Nielsen Reports Advance

According to the Nielsen ratin for March, 1960, WABC-TV important prime nighttime v hours of 7:30-11 P.M., increa share of audience levels by cent over comparable 1959 During the daytime hours, sign 12 noon, WABC-TV attained per cent gain in the share of au Monday through Friday, and 12 noon to 4 P.M. telecasting the station shows a 58 per c crease in the Monday through data over the comparable 1959

Greene, Filmways S Deal for Commerci

Milton H. Greene Associates a newly created independent p tion company, yesterday con negotiations with Filmways, whose studios here are amon largest in the East, on a contr the production of television c cials, according to Martin R Filmways president.

Greene, a former free lance tographer, was once vice-presid producer of Marilyn Monroe tions. He said yesterday that h to continue his editorial and p vertising work, in addition to production of TV commercials and film with Filmways both U.S. and abroad.

EAST COAST
MOTION PICTURE PRODUCTIO
EDITORIAL and TECHNICAL SERV
℞ FOR BETTER FILM
CREATIVE EDITING AND COMPLETE
PERSONAL SUPERVISION
JOSEPH JOSEPHSON
Circle 6-2146
45 West
New Y

ıra Budget

'ontinued from page 1)

Hollywood on Harry Tugin's y late this summer and will ›ver a period of about 10 Capra told the trade press at the UA home office here. joined at the meeting by Lewis, UA national director ising, publicity and exploita- l Fred Goldberg, Lewis' ex- ıssistant.

ypieally Runyonesque'

producer-director described ıl of Miracles," adapted adame La Gimp," as "typi- nyonesque, a fairy tale with ' characters." It is Capra's sent commitment to UA. He chased screen rights to Re- est's "The Meaning of Treas- ›ook describing the trial in of Lord Haw-Haw, a British during World War II. Plans luction and distribution of ›erty are still tentative.

made a sharp attack on Hol- actors, who, he said, "aren't ıy more—they're institutions. ›u approach them you've also eal with their lawyers, agents ness representatives."

mark was made in reference 's "dead" plans to film "The Durante Story." The notion hen it became clear that too red tape" bound the per- Capra wanted to portray Jackson and Durante, he

volved in DGA Talks

sident of the Director's Guild rica, Capra has been con- negotiations with producers alth and welfare fund and a fund for members of his Ie said he would be willing possible residual payments ale of post-1948 films to TV nge for a $300-$350 monthly for directors and their as-

questioned, Capra turned down on "blacklisted" screen or those with known com- ›ackgrounds. He said he had or them so long as he could ters with untainted political

ı Hollywood, he remarked, e all sorts of hope for pay- would mean a tremendous revival for everyone out might also change the man- elling a story on the screen."

ıt of President of Brazil

, as the special guest of › Kubitschek, president of ew to that country yesterday part in the dedication tomor- Brasilia, the new capital. He supposed he was Hollywood's l ambassador for the cere-

erg said yesterday that most recent film, "A Hole in d," a UA release, has already more than $5,000,000 domes-

Capra Backs Radnitz On Film Hiring Trend

A young producer's recent criticism of Hollywood's reluctance to give younger production personnel sufficient chance to prove themselves in the film industry drew a qualified affirmation here yesterday from producer-director Frank Capra.

Capra, president of the Director's Guild of America, agreed with Robert Radnitz, 35-year-old producer of "A Dog of Flanders," who on April 4 said that younger men, especially producers and directors, are being overlooked by the major companies.

But, Capra reasoned, "we have to make it tough for the new ones because there's so much unemployment in Hollywood."

Contacted later, Radnitz said that if the present negative hiring trend continues, the younger workers, by "sheer dint of their own drive and talent, will voluntarily bypass the majors and form independent companies, really their only means of getting ahead in Hollywood today."

Allied Bulletin

(*Continued from page* 1)

(of the EDC bulletin) relied upon lurid description rather than fact, because the facts are at complete variance with the charges, which are not only groundless but which even contradict themselves."

Trueman Rembusch of Franklin, Ind., is chairman of EDC.

Poe's statement continued:

"Anyone who has a familiarity with the functions of a producers' representative knows that he is, in effect, the business manager for the producer insofar as world distribution is concerned. As such he plays a vital role and is in constant contact with all departments of the distributor, and he creates an effective liaison between the producer and the distributor, as well as a line of communication with the exhibitor through the distributor. The EDC attack insinuates that the producers representative favors the large circuits. The records prove to the contrary, that it is the independent exhibitor who requests, and is granted assistance most often.

'Doors Always Open'

"My doors have always been open to exhibitors for discussion of problems they wish to speak to me about, and I will continue, as I have in the past, to be available for discussion of all matters relating to pictures with which I am associated.

"Speaking for the independent producers whom it is my honor to represent, I say without fear of contradiction that assistance, by way of film rental adjustments, has been given where, in the combined judgment of the distributor and myself, such assistance was warranted.

"I deplore the fact that the EDC saw fit to publish this vicious attack, and while I number many members of the Allied organization among my personal and business friends, I cannot let these charges go by without making this response."

'New Image'

(*Continued from page* 1)

who have never seen the picture, and another huge audience who have seen it and will want to see it again."

The campaign, budgeted at nearly twice the cost of the original, which was a record for its time, includes a series of radio spot announcements, television trailers in variety, a brand new advertising campaign stressing the size and power of the picture, a new theatre trailer in color, sheet music and a song sung by Dick Haymes for the Decca label which is in the mood of "Sink the Bismarck," now a top hit on the disc jockey and juke box lists.

The radio and television campaign, demonstrated by Martin Michel, features the flash technique of ten second spots but includes longer spots also, both types built on a "SEE . . . SEE . . . SEE" copy line. Eight different spots are ready now for shipment to exchanges and theatres.

The television trailers are arranged in a double series—one for adult listeners on late night spots which feature the love story and the other aimed at action fans. There are three trailers of varying length in each series.

Appeals to All Age Groups

The advertising campaign, detailed by Max Stein, features "Stupendous" copy and has elements aimed at adult, teen-age and juvenile audiences.

Goodman and his staff emphasized the cast value of the picture—Gregory Peck and Susan Hayward are as big or bigger at the box office now than in 1951 when the picture was made.

Full page newspaper advertising preceding and accompanying saturation area openings are planned by the company as well as screenings for opinion makers in key cities. Particularly heavy concentration in planned on radio and television coverage in each area as well as music and merchandise promotion tieups.

A.F.M. Seeks N.L.R.B. Studio Musicians Vote

From THE DAILY Bureau

HOLLYWOOD, April 19. — The American Federation of Musicians, AFL-CIO, has petitioned the NLRB for a representation election at major film studios, again challenging the Musicians Guild of America, which has represented studio musicians for the past year and a half.

The petition was filed this week. It was signed by AFM president Kenin.

To Start New Theatre

PHILADELPHIA, April 19.—Melvin J. Fox, head of the independent Fox Theatres in this area, announced that construction will begin shortly on the new Fox, Levittown, N. J., to be located in the shopping center at the newly-constructed community. The new house will accommodate 1,200 people and will be completely modern and air-conditioned.

'Daisies' Sets All-Time Weekday Record at Hall

After setting the all-time Easter weekend record at Radio City Music Hall, "Please Don't Eat the Daisies" set an all-time weekday record on Monday, according to MGM. The box office gross of $32,235 brought the five day total to more than $162,000. Except for weekdays that were holidays, the Music Hall has never had a day to match Monday.

The lines have been wrapped around the theatre continually this week, doubling back to Fifth Avenue at the peak hours.

Columbia Sets

(*Continued from page* 1)

said that Columbia's high-powered release schedule requires continuous close coordination between the home office and the sales forces in the field. In addition to laying plans for the company's forthcoming releases, they will also confer on the new role of the sales department in the handling of Columbia's theatre trailers and advertising accessories.

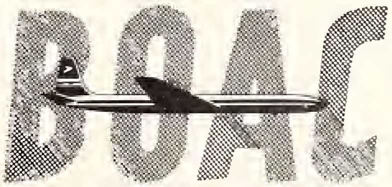
The first meeting will convene in Washington, D. C., on May 2-3 at the Shoreham Hotel and will be attended by executives representing sales divisions in the Eastern region of the United States and Columbia Pictures of Canada.

Subsequent meetings will be held May 9-10 in New Orleans for the Southern and Southwestern divisions, and in Chicago May 23-26 for the Far Western and Mid-Western divisions.

To Reopen After 4 Years

MOBERLY, Mo., April 19. — The State Theatre here, dark four and one-half years, will be ropened May 1. Louis M. Sosna, owner of the building, said he would remodel and redecorate the 500-seat theatre.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!



reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Code Appeal Hearing On 'Candy' Postponed

A meeting of the Production Code Review Board which had been scheduled for tomorrow to hear Columbia Pictures' appeal from the refusal of a Production Code seal for "Never Take Candy from a Stranger," has been postponed because a quorum of board members will not be available. No new date for the appeal hearing has been set.

The picture is a British production for which Columbia holds American distribution rights. The Code seal reportedly was withheld under provisions prohibiting the use of sexual perversion, in this instance, child molestation, as a film subject.

N.Y. Wage Bill

(*Continued from page* 1)

the state," to quote the governor's memorandum.

Motion picture theatres are one of the 10 intra-state industries presently covered by minimum wage orders. Under a scale which became effective March 1, all film house workers, except ushers, ramp attendants and several other minor categories, are paid at least one dollar an hour.

Opposed by Industry Groups

The Council of Motion Picture Organizations and the Metropolitan Motion Picture Theatres Association were among the organizations which sought an exemption, in the rules committee measure, for motion picture theatre employees. The argument was that the bill would prove financially burdensome to exhibition, already suffering from conditions which had adversely affected business and which had, in a number of cases, forced the closing of theatres.

Prior to the Senate vote, taken in the closing hours of the session, Sen. Julian B. Erway, Albany Democrat, inquired whether it exempted motion picture theatres. He had been told that the legislation would increase operating costs; that larger theatres could absorb them, but smaller ones would find this difficult.

Sees Smaller Circuits Hurt

MMPTA's position reportedly was that the bill would place a heavy burden on "smaller circuits"—those of, say, 25 theatres. Long operating hours would be a factor, too.

Senator Erway was told the measure provided no exemption for motion picture theatres.

The upper house vote was unanimous; that in the lower house overwhelmingly affirmative. The Democrats favored a $1.25 minimum, but went along with the Republicans in approving the measure. The Democrats did so on the ground that it was "the best possible under the circumstances."

Governor Rockefeller, who had recommended the $1 minimum in his annual message, said that the approved bill "extends the minimum wage coverage to 700,000 workers who are not covered by either state minimum wage order or by the Federal minimum wage law, and establishes for them a minimum of one dollar an hour."

Make $1 Rate General

He continued: "It raises to one dollar an hour all rates in the existing minimum wage orders that are lower than one dollar an hour."

The chief executive pointed out that the bill makes certain exemptions, also that it "establishes a more expeditious wage board procedure by reducing, in a reasonable manner, the time-delay between the convening of the board and the effective date of new wage orders."

Likewise reduced is the number of hearings required for promulgation of a final wage order, "while preserving fully the opportunity of all interested persons to be heard."

REVIEW:

Flame Over India

Rank—20th Century-Fox—CinemaScope

A half-dozen characters pledged to a jumble of racial strains and as many political and tactical points of view spend most of their time in "Flame Over India" chugging across deserts and plains, a dynamited bridge and through life-saving tunnels. This is a long picture, well-photographed on location and authenticated further by careful strokes of period color. Reliable star value is present in Lauren Bacall and Kenneth More and, fortunately, the film's design is topical as well as melodramatic: oppressed brown-skinned peoples incited to war against each other and their colonial landlords, in this instance the British.

The picture moves purposefully, if at times slowly, toward its happy end. The principals range in age from the elderly to an orphaned native infant. Their chariot of escape and evasion is a patched and battered potbelly locomotive crewed across a menaced land by a grinning, heroic Hindu and two native machine-gunners. Their mission is, in effect, to save India. For in their charge is a five-year-old Hindu prince whose death would precipitate civil war between Hindus and Moslems. In general, it is the job of the British to avert war and, in particular, it is More's knotty duty as a career soldier to cart the boy to safety.

Many close calls impede safe passage; frequent attacks from the hills by tribal warriors, fuel problems aboard the train itself, and the duplicity of one of the passengers. He is Herbert Lom, a journalist of Dutch Indonesian and Moslem blood who is sent along to kill the young prince and almost makes good. But when he dies so do the sudden attacks from the mountains and nature's obstacles.

Other members of the gritty little group are Miss Bacall, the prince's governess; Wilfred Hyde White, an aging but spunky foreign service clerk; Ursula Jeans, wife of a British colonial governor, and Eugene Deckers, a cynical firearms salesman. After such a gamey trip More and Miss Bacall seem to be in love with each other; their brave engineer, though shot full of holes, is alive and still grinning, and the highly civilized English pair are restored to civilization.

There is plenty of heartfelt talk in this film and an orderly pattern of adventure. Hyde White, a noted character actor, helps to sustain the excessive running time with his rare touches of English charm and candor. More, too, is inclined to be flexibly free and the rest of the cast does well. But India, here presented not only skilfully but frankly—death, but no splendor is to be seen—is the most important heroine. Credit for this should go to J. Lee Thompson who directed, and to editor Alex Vetchinsky and producer Marcel Hellman. The film is in CinemaScope and De Luxe color.

Running time, 130 minutes. General classification. Release, in May.

Saul Ostrove

Piano Competition for Goetz' 'Song' Tie-In

Through a tie-in with William Goetz' "Song Without End," the story of Franz Liszt, and a Columbia Pictures release, the Franz Liszt Sesquicentennial Committee is sponsoring a nationwide piano competition among 21 young professional American pianists. The three-day preliminary auditions are taking place this week with the public finals to be held on Monday evening at New York's Town Hall.

First Prize $500

The grand award consists of a $500 cash prize donated by producer Goetz; a Town Hall recital, also sponsored by Goetz; an orchestral appearance with the Little Orchestra Society; a recital tour under the auspices of the National Association of Concert Managers; and a recording contract with Colpix Records.

400 to Attend Lo
Lunch; List Dais (

Over 400 will attend the
of Abe Dickstein, 20th Ce
New York branch manager,
dent of Cinema Lodge B'n
at a luncheon tomorrow in t
Ballroom of the Hotel Astor,
nounced by Harry Brandt, t
chairman of the Presidents'
committee. Alfred W. Schwal
be honored as retiring presi
The luncheon will be th
gathering of industry memb
21 years of Cinema's existe
ney A. Hellenbrand, preside
trict Grand Lodge No. 1 will
Rabbi Ralph Silverstein, cha
the Jewish Culture Committ
Lodge, will offer the benedi
invocation.

Top Echelon on Da

Dais guests will inclu
Byrne, Leopold Friedman, V
German, Morey R. Goldst
Haverlin, William J. Heine
ward L. Hyman, Rube Jac
Jaffe, Harry Kalmine, Josep
Martin Moskowitz, C. Glen
Eugene Picker, Walter Read
Rinzler, Herman Robbins,
Schimel, Samuel Rosen,
Schwartz, Leslie R. Schwart
min Sherman, Spyros S. Skou
mon M. Strausberg, Joseph
Richard Walsh and Dickstein
berg, Hellenbrand, Brandt a
Silverstein.

N.E. Variety Awar
Go to Louis Peri

Special to THE DAIL

BOSTON, April 19.—Th
Club of New England has u
ly voted Louis R. Perini to
cipient of the Great Hear
which is given annually to
vidual who "has done th
amount of good to the greate
of people." It will be prese
banquet to be held on Thu
ning, June 9, in the Imperial
at the Statler-Hilton Hotel
Among previous recipie
been His Eminence, Richar
Cushing, Thomas A. Yawk
B. Cronin, Arthur H. Lock
Walter A. Brown.

'Hercules' Paintin
Commissioned by

Joseph E. Levine, preside
bassy Pictures, has commissi
of America's foremost artist
their stylized impressions
cules Unchained." The art w
tributed free-of-charge to
800 newspapers in conjun
the early summer release o
by Warner Bros.
The artists commissione
magazine illustrators Tran
and Ernest Chiriaka and
caricaturist, Sam Norkin, w
appears on the theatrical pa
New York Daily News a
leading newspapers thro
United States and Canada.

All
News
hat
lews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 77 NEW YORK, U.S.A., THURSDAY, APRIL 21, 1960 TEN CENTS

Convention

a. Slates onal Sales ting in L.A.

s Starting Tuesday First in Ten Years

›r Paramount Pictures' first
ıles convention in 10 years,
y meeting to be convened
ıgeles
y un-
direc-
;eorge
vice-
in
e of
sales,
ıounc-
erday.
s of
pany's
c tion,
office,
field
ıadian
ɔns will gather to formulate
long-range sales and pro-
ans on an augmented pro-

George Weltner

ɔntinued on page 5)

Record Quarter F $3,336,000

ed net operating earnings of
Broadcasting - Paramount
for the first quarter of 1960
highest in the history of
any and increased 44% over
ıuarter of 1959, Leonard H.
ı, president, reported yester-

ıarter earnings were $3,336,-

ontinued on page 5)

Artists Forms ıercial Film Div.

ɱ THE DAILY Bureau

YWOOD, April 20.—Forma-
a division of Allied Artists
to make commercial, indus-
educational films with Jack
and as its executive producer
ıounced today by Steve
ɔresident. Broidy called it a

Continued on page 5)

Stevens Given Carte Blanche to Make 'Greatest Story' Sublime Sacred Film

By SAMUEL D. BERNS

HOLLYWOOD, April 20.—Spyros P. Skouras, president of 20th Century-Fox, has given George Stevens a "blank check" to serve the industry with the most elaborate film yet produced the subject of the life of Jesus Christ, the producer-director revealed today at a press conference in his offices at the 20th Century-Fox studios, where he disclosed also his viewpoint in filming "The Greatest Story Ever Told."

Based on Fulton Oursler's book, the film, whose estimated cost will exceed $10,000,000, will be made later

(*Continued on page* 4)

SAG's Board Will Meet On Coast This Weekend

From THE DAILY Bureau

HOLLYWOOD, April 20. — The two-day national conference of the Screen Actors Guild board of directors and executives will be held here this weekend regarding upcoming contract negotiations covering filmed television programs.

The conferees will make recom-

(*Continued on page* 4)

Heart-of-America Unit Elects R. L. Barritt

Special to THE DAILY

KANSAS CITY, April 20. — R. L. "Woody" Barritt, Wichita, was elected president of the United Theatre Owners of the Heart of America at a meeting of the board of directors of the Theatre Owners of America affiliate held here. Fred Souttar, Kansas City, an official of National Theatres and Television, was named first vice-president; Richard Orear, Kansas City, of Commonwealth Theatres, treasurer, and Glenn W. Dickinson,

(*Continued on page* 5)

Mulvey Is Retiring as Top Goldwyn Executive

From THE DAILY Bureau

HOLLYWOOD, April 20. — James A. Mulvey will retire as chief executive officer of Samuel Goldwyn Productions, effective June 30, but will remain as a limited partner of the firm, and will be available for consultation on important financial and policy matters, Samuel Goldwyn announced today.

James Mulvey

Douglas Netter, with Goldwyn since 1958, will take over super-

(*Continued on page* 4)

Says C & C 'Guaranteed' Spot Ads for Int'l. Latex

C & C Super Corp., one of six film and TV companies charged with illegally "block-booking" its pictures to television stations, was required to guarantee commercial spot announcements for International Latex Corp. before it could get financing from that company to buy RKO's library of old theatre films, a defense witness testi-

(*Continued on page* 5)

'HERALD' Merchandising Conferences Set May 18-20

The fourth series of Merchandising Conferences, sponsored by "Motion Picture Herald," will be held May 18 to 20 in New York. Offered in cooperation with the major companies, the meetings, which have enjoyed a high degree of success, will be attended by circuit promotion executives from across the country, who will see the latest major product, and discuss the promotion of the films with distributor promotion executives.

At Washington

Industry Will Present Wage Case on May 3

Seven Film Witnesses Scheduled to Testify

By E. H. KAHN

WASHINGTON, April 20.—Motion picture industry witnesses will be heard on May 3 by the House labor standards subcommittee. The industry has one hour scheduled before the group, which is considering minimum wage legislation.

Tentative witness list for the industry includes G. Elmer Nolte, Jr., of the F. H. Durkee Enterprises, Baltimore, and LaMar Sarra of Florida State Theatres, co-chairmen of the COMPO National Minimum Wage Campaign Committee; Duncan Kennedy of Publix Great States Theatres, Chicago; John Thompson, operator of

(*Continued on page* 5)

W. Pa. to Weigh Allied Tie; Finkel to Resign

Special to THE DAILY

PITTSBURGH, April 20. — The board of directors of Allied MPTO of Western Pennsylvania will meet in the near future to hear and consider a report on the meeting held here on Tuesday between officers of the organization and a special committee representing Allied States charged with attempting to bring the local organization back into national Allied membership.

Western Pennsylvania was one of two Allied units which resigned from the national organization following last December's stormy board meet-

(*Continued on page* 2)

UJA Annual Lunch Will Honor Sol A. Schwartz

Sol A. Schwartz, president of RKO Theatres, will be honored by the Motion Picture and Amusement Division of the United Jewish Appeal at its annual luncheon, to be held in the Essex House here on May 25, Irving Greenfield, chairman, announced yesterday.

PERSONAL MENTION

RAOUL LEVY, producer of "Moderato Cantabile," will arrive in New York today from France.

•

DAVID HORN, vice-president and general manager of Titra Sound Studios, will leave here today for Miami and Nassau.

•

ZINN ARTHUR, executive assistant to **JOSHUA LOGAN**, producer-director, has left New York for Paris.

•

R. J. "**HAP**" **BARNES**, president of ABC Enterprises, Atlanta, has left there for Knoxville.

•

L. D. **HARRIS**, of the Moonlite Drive-in Theatre, Trion, Ga., is hospitalized at Summerville, Ga.

•

DELMER DAVES, producer-director of "Parrish" for Warner Brothers, has arrived in Hartford from Hollywood to select location sites.

•

A. J. **VANNI**, district manager for Stanley Warner Theatres, Philadelphia, is under treatment at Hahnemann Hospital in that city.

Crabill Dies; Former Warner District Head

Special to THE DAILY

ELMIRA, N. Y., April 20. – Ralph E. Crabill, former Western New York district manager for Warner Theatres, is dead here at the age of 65.

Crabill entered the exhibition field in 1922 with Balaban & Katz in Chicago, subsequently joining Publix Theatres which he served in many parts of the country. From 1927 to 1931 he was director of all Publix theatres on the West Coast and in the Rocky Mountain area. He joined the Warner organization in 1931 in the New Jersey and Troy territories prior to being named Western New York district manager.

Crabill left the Warner circuit in 1952 when the organization's Elmira theatres were sold and joined Schine Theatres in Rochester, remaining there for six months, after which, in 1953, he retired because of ill health.

C. J. Gasho Is Dead

NEW ORLEANS, April 20.– Funeral services have been held here for Charles J. Gasho, representative in this area for Berlo Vending Co., who died here at 36 shortly after suffering a heart attack. He is survived by his wife, Nancy, a daughter, son and brother.

W. Pa. to Weigh Allied Tie

(*Continued from page 1*)

ing at Miami Beach. Independent Exhibitors of New England, Inc., the other unit to sever ties with national Allied, has said it is adamant in its position and discouraged a meeting with the special national committee.

On the committee are Al Myrick, Allied States president; Trueman Rembusch and Irving Dollinger, national directors.

Although Harry Hendel, president of Western Pennsylvania MPTO, and Morris Finkel, board chairman, refused to divulge any details following the meeting with the national committee, both admitted that a definite difference of opinion on national organization affairs still exists.

Finkel declared, "We are agreed (with the national committee) that there should be a strong, unified national Allied, and we listened to what all three visitors had to say. But nothing was really agreed upon."

Dollinger, questioned before boarding a late plane for New York last night, said: "We had hoped to persuade them to return to national membership, and we sincerely hope they will."

He said any further comment would have to come from Myrick, who departed with Rembusch on an earlier plane.

Hendel to Succeed Finkel

Finkel, who has been chairman of the Western Pennsylvania MPTO board for the past seven years, revealed that he will resign the post on May 16 in favor of Hendel, who has been president for the past three years. Finkel, who also is chairman of the local organization's nominating committee, which consists of George Tice, Steve Rodnock, Jr., Fred Serrao and Al Tate, will remain as a board member.

He emphasized that his forthcoming resignation has nothing to do with the differences with national Allied.

Cooper, UA in Deal For Three New Films

Gary Cooper's Baroda Productions has completed a major deal with United Artists for distribution of three pictures to be made within the next 18 months under the Baroda banner.

Cooper will star in all three of the films, which include "The Short Weekend," "The View From the 40th Floor," and a third property not yet chosen.

'Wackiest' Resumes

HONOLULU, April 20. – "The Wackiest Ship in the Army," Fred Kohlmar production for Columbia Pictures, which was forced to suspend its location filming in Hawaii on March 7 because of the actors' strike, went before the cameras again today. Starring Jack Lemmon, Ricky Nelson and John Lund, the film is being directed in CinemaScope and color by Richard Murphy from his own screenplay.

'Strogoff' to CDI

Continental Distributing, Inc., has acquired "Michael Strogoff," a Hollywood International Picture presented by Gaston Hakim. Plans call for a premiere at a Broadway theatre this spring for the CinemaScope–Eastman Color film.

'Race' Next at Capitol

Perlberg-Seaton's "The Rat Race," Paramount release, will be the next attraction at Loew's Capitol Theatre here.

Big Radio Spot Drive For 'Glenn Miller' Set

Universal-International is developing an extensive local radio spot announcement campaign on its re-release of "The Glenn Miller Story," featuring the use of special tapes prepared by Gordon McLendon, it was announced by Philip Gerard, Eastern advertising and publicity director of Universal.

The McLendon tapes have already been used in openings of "The Glenn Miller Story" in Houston, St. Louis and elsewhere.

Fox Acquires 2 Drive-Ins

READING, Pa., April 20.–Richard A. Fox, president of Fox Drive-In Theatres, Inc., announced the acquisition of two nearby open-air theatres–the Pottsville Drive-In at Pottsville, Pa., and the Deer Lake Drive-In, Deer Lake, Pa. This brings to seven the total of Fox drive-ins, the others located in Williamsport, Sinking Spring and Reading. He also announced that offices have been set up here to centralize the operation of the drive-in chain.

People—Not Dollars

An audience potential of at least 35,000,000 people can be reached by "David and Bathsheba," 20th-Fox biblical epic which is going into re-release with a brand new and extraordinarily heavy campaign, Abe Goodman, advertising director of the company, told the press Tuesday. A headline in The DAILY yesterday inadvertently indicated he had predicted a $35,000,000 gross for the picture.

LETTERS
TO THE EDITO

EDITOR, MOTION PICTURE DAI

I read with tremendous interes
wholehearted agreement your edi
in April 19th's MOTION PICTURE I
entitled "A Goal for All," in v
you quoted from a letter from
Pinanski pointing out that ther
few industry problems which v
not be solved by more product.
that we, as an industry, should
centrate our efforts on the merch
ing of available product and n
distracted by minor side issu
campaigns.

This has been a personal gc
mine as president of TOA. Th
that Mr. Pinanski is a former
dent of TOA is in itself testimor
the fact that this has also long b
prime aim of TOA.

You might be interested in kn
that in my report to the TOA
of Directors last February in V
ington, I concluded my report
these words:

"We must not overlook one
important fact: We are still in
ness, still working and straini
make a profit. We must contir
expend our efforts, our time
ability and our energies toward
mining how we can get people
into our theatres. We have a
sized job trying to wring th
penny out of the films we play
will be playing. I urge you t
ahead.

"Let our competition, be it
vision, night baseball, bowling, c
thing else, take care of its own
lems. Let us concentrate on ou
business; on how we can in
our grosses, build up our atten
and make the motion picture t
the place where everyone wa
go for good entertainment."

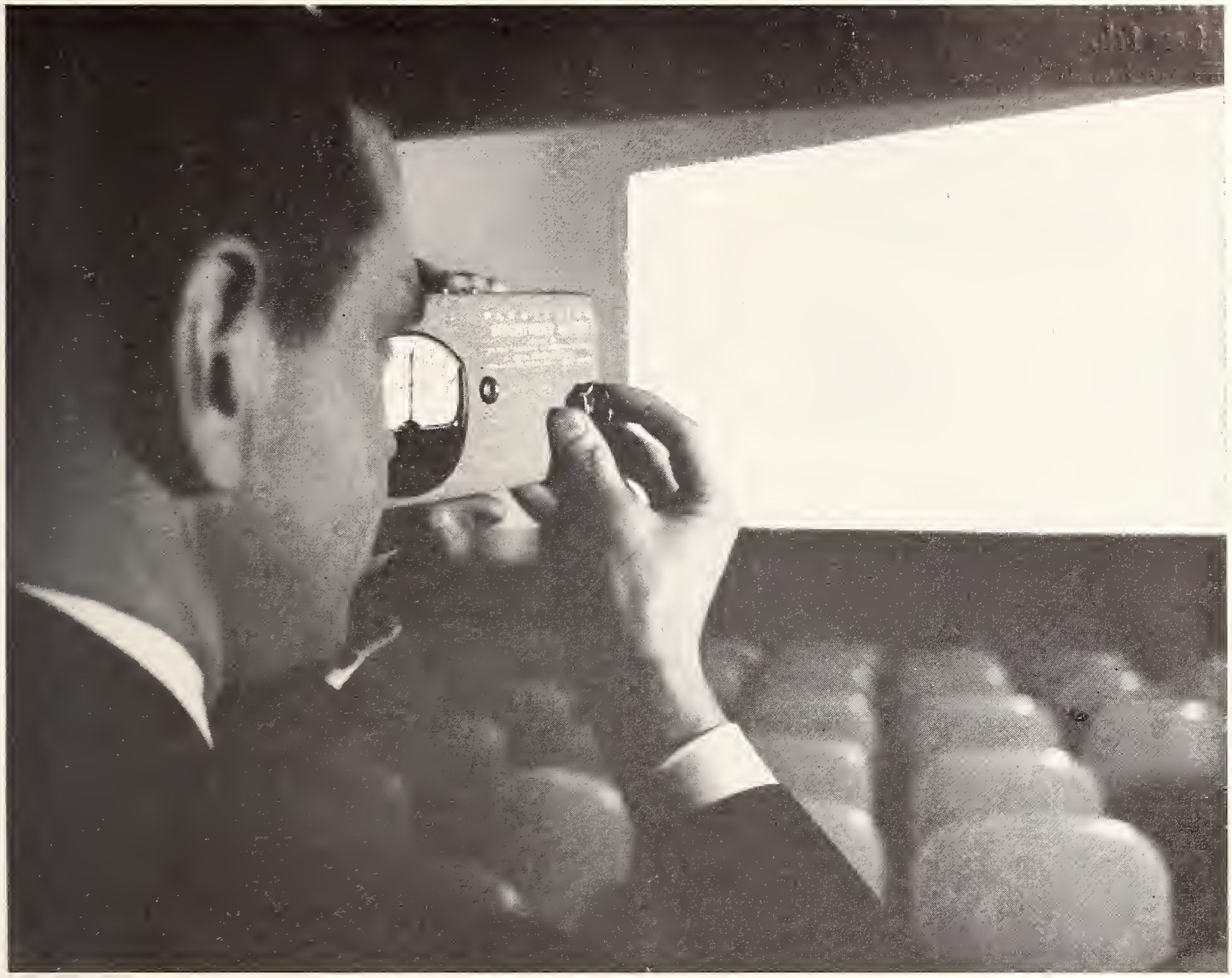
Without a doubt, more p
would solve most of our current
lems. We are theatremen must
distracted by intramural sq
unless they become important
to jeopardize our existence and
as exhibitors. We must strive to
tain the unity and goodwill th
been built up during the pas
between exhibition on one ha
production and distribution
other.

We must keep on going f
but must, however, be alert to
our industry as a whole. W
work for attainment of more p
and must concentrate on prope
ing them.

This is the goal of TOA.

ALBERT M.
President, Theatre Ow
A

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop



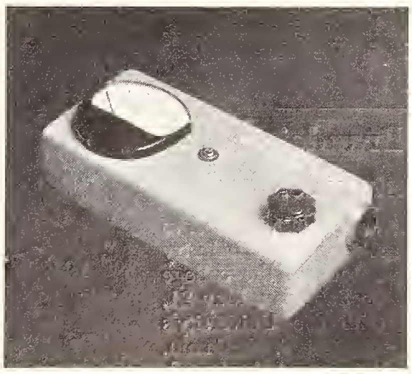
YOUR NATIONAL CARBON MAN...

Sells you the best product—gives you the best service!

The illustration shows a NATIONAL CARBON Sales Engineer using a brightness meter for checking the reflected screen light to obtain a reading in foot-lamberts. This is another one of the services performed by your NATIONAL CARBON Sales Engineer to help you realize the ultimate in picture quality.

These sales engineers—equipped with compact service kits containing the most modern tools in the trade — stand ready to assist you on any screen lighting problem you might encounter.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. For details, contact your NATIONAL CARBON supply dealer or write to National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. In Canada, Union Carbide Canada Limited, Toronto.



This brightness meter — used for obtaining a foot-lambert reading on screen lighting — is just one of many precision tools carried in each NATIONAL CARBON Sales Engineer's kit.

"National" and "Union Carbide" are registered trade-marks for products of

NATIONAL CARBON COMPANY UNION CARBIDE

March Film Dividends Up Sharply from Feb.

From THE DAILY Bureau

WASHINGTON, April 20. — Motion picture companies paid $3,639,000 in cash dividends in March, up sharply from the $1,314,000 paid in February and moderately higher than the $3,561,000 paid in March, 1959. All corporations issuing public reports paid $1.9 billion during the month.

Total for the first quarter was $3.3 billion.

During the first quarter, motion picture firms paid $6,020,000, somewhat less than the $7,074,000 paid in the same period of 1959.

J. A. Mulvey

(*Continued from page 1*)

vision of the distribution of Goldwyn pictures.

36 Years with Goldwyn

Mulvey joined the Goldwyn organization 36 years ago after an association with Price, Waterhouse & Co. He was representative of the Society of Independent Motion Picture Producers during the 1948 negotiations in England, helping to settle the controversy over the British ad valorem tax on foreign pictures. He was credited at the time by Eric Johnston, president of the Motion Picture Association of America, with being largely responsible for the success of those negotiations. Currently he is chairman of the executive committee (in New York) of the Notre Dame Foundation.

Has Interest in the Dodgers

Following his retirement from the Goldwyn organization, Mulvey will devote his time to his other interests, one of which is the Los Angeles Dodgers.

Tour of Brandeis Set For Industry Leaders

Brandeis University will play host to leaders of the motion picture industry who will make a tour of the college and its campus on Saturday, May 21, in conjunction with the University's dinner honoring Robert S. Benjamin, United Artists chairman of the board, on Tuesday, June 7, in the Sert Room of the Waldorf-Astoria Hotel.

Foster Blake Conducts Favorite Films Meet

From THE DAILY Bureau

HOLLYWOOD, April 20.—A meeting of field and home office officials of Favorite Films of California, Inc., has been called by Newton P. "Red" Jacobs, president. Sessions are being conducted today and tomorrow by Foster Blake, general sales manager at the company home office here.

National Pre-Selling

THE attractive photo readers of "Life's" April 11 issue see on the front cover, is one Silvana Mangano standing midstream in a crystal clear mountain pool. She is disporting herself in these refreshing waters, which makes one wonder about the pensive expression on her face. Turning to page 75 in this issue her seriousness becomes apparent. She is one of "Five Branded Women," a film based on Yugoslavian ladies accused of lovemaking with Nazi soldiers during the occupation of their country by the enemy. The punishment for this misdeed was to have their hair cut off. They appear in this Paramount film produced by Dino De Laurentiis like five little shorn lambs. One of these girls is Jeanne Moreau, who is starred in Zenith Films' "The Lovers."

•

"A Dog of Flanders," according to Phil Sehner in the April issue of "Family Circle," is the kind of a film you take the youngsters to and then occasionally avoid looking at so you won't be seen wiping away a furtive tear or two yourself. Its striving for sincerity comes through and it all but steals your heart. It is in fetching De Luxe color.

•

Noel Coward plays a hard working, dapper, nervous, utterly inept secret-service agent in "Our Man In Havana." This Columbia film receives a laudatory review in the April issue of "McCall's."

Coward is in charge of recruiting British spies in the Caribbean and selects Alec Guinness as an agent for the Havana area. Alec is the proprietor of a store specializing in the sale of vacuum cleaners. He loses no time in intermingling his commercial and political careers which makes for some very sophisticated fun.

•

Jane Fonda, star of "Tall Story," produced and directed by Joshua Logan, brightens up the full color cover of "Parade's" April 10 issue. This teen-age daughter of Henry Fonda modeled beachwear for a photo-layout which appears in the same issue.

•

"Toby Tyler," the Walt Disney production has been selected the picture of the month for "Redbook" by Florence Somers. In her opinion here is a picture which will delight all members of the family. It is the dream of every child brought to life, and it will bring wonderful memories to everyone who remembers circus days. Mr. Stubbs, the chimp, is a member of the cast and he, of course, steals every scene in which he appears.

•

"Please Don't Eat the Daisies," the film about a drama critic and his family, has been selected by "Redbook" as the picture of the month for April. David Niven plays the critic, Doris Day the wife, Janis Paige is an alluring actress, Spring Byington the mother-in-law and Patsy Kelly the maid.

This MGM film was selected by Radio City Music Hall for its Easter show.

•

Otto Preminger who is directing, producing "Exodus," in Israel, has an informative "on location" article about his new film in the April 17 issue of "The New York Times." The article tells of the Arab village of Kfar Kana (the Biblical village where Jesus performed the miracle of turning water into wine) and Atlet, once a British detention camp for "illegal" Jewish immigrants. The "Times" article is illustrated by a location photo of Preminger directing Paul Newman, Eva Marie Saint, Sal Mineo and Jill Haworth in a scene on Paris Square, in Haifa.

•

"Toby Tyler," Walt Disney's latest, according to Richard Marek in the April "McCall's" is also sure to be a tremendous boxoffice success. It has every ingredient: a small, cute boy, a circus, a pet chimpanzee, five trained dogs, a not-too-evil villain, a strong, gruff man with a kind heart, and plot that combines all these elements with sure handed skill.

WALTER HAAS

TENT TALK

Variety Club News

ALBANY—The members of Variety Club and the Albany Club joined recently in a buffet supper, card party and dance. The Variety group is considering moving its headquarters to the Albany Club and will discuss the matter further at meetings to be held on Thursday and Friday of this week. Among other club projects in preparation are participation in the "Newsboy Sales Day" of the *Times-Union* in May, also a buffet-supper and night at the Saratoga Raceway in June. Both projects will benefit the club's Camp Thacher.

SAG's Board

(*Continued from page 1*)

mendations to the SAG's national board of directors on the guild's demands for the new contract. The old contract expires May 31. Negotiations are expected to get under way in mid-May.

John L. Dales, SAG's national executive secretary, will preside.

'Can-Can' in Minneapolis

Twentieth Century-Fox's "Can-Can" will have its northwest premiere at the Century Theatre in Minneapolis on June 8. Negotiations for the engagement were completed between B. G. Kranze, vice-president of Cinerama, Inc., operators of the theatre, and Moe Levy, Fox representative in Minneapolis.

Greatest St

(*Continued from page 1*

this year in Todd-AO and c
release in 1961, and will hav
month shooting schedule,
stated.

"Our objective is to have t
come to life with the people
cept of Jesus Christ at thi
rather than to reflect the pat
art and illustrations familiar
Stevens said.

Sees Link with Audienc

"Our work on this film m
very 'bullish' on the film and
dustry itself. Whether we lik
not, the motion picture busi
day has to do with the nun
people that devote a certain
of time to see a film, and t
has to do with more people t
cast or production. It has to
the people in the audience,"
tinued.

Stevens paid tribute to Skou
Buddy Adler for their "hard
and warm counsel" in reach
conclusion for the making of t
indicating that the 20th-Fox
tives provided great stimulat
arriving at the conception of t
treatment.

He further cited with sim
bute to the M-G-M heads, the
and industry it took to mak
Hur."

Going Abroad this We

Stevens will leave this wee
a six-week probe of locat
Rome, the Holy Land, Sp
Germany for exterior shooti
interiors will be shot at the
here.

Stevens will be accompanie
associate producer, George
Jr., and their two research
Tony Van Renterghem and
Vellani.

On their return, and predic
the conclusion of the writer
writers will be assigned to the
play.

Stevens disclosed further
company, producing the film
sociation with 20th-Fox, is we
in the development of a de
called "Multi-Vox," which w
sound tracks of five differe
guages in addition to English
out a uniform literal transl
the dialogue and which can
preciated by ear-phoned mult
groups, especially those a
film festivals, and which wil
concerted audience reaction
is depicted on the screen.

Mellor in Charge of Photog

William C. Mellor, A
Award-winning cameraman,
in charge of photography, a
film units are expected to
nected with the production.

Present also at conference
Fitzpatrick, free-lance writ
critic of Our Sunday visitor,
this year's Screen Director
critics award, and who said
act as editorial consultant th
the making of the film.

lall Nears New Week Record

adio City Music Hall's all-day week record gross of set by "Operation Petti- Christmas, appeared de- be bettered by "Please the Daisies" and the East-how, which were approach-227,000 mark at press time , the end of the seven-day hich included Easter.

esday, the Music Hall broke d set the day before for a ay weekday when it rolled 1, beating the Monday gross

ied Artists

ontinued from page 1)

the company's policy of di-on.

as the Informational and ial Films Division, the new n unit will be headquartered tudio here where Copeland has set up offices. Roy M. as been appointed the divi-astern representative with ters in Allied Artists' New es.

lection of Copeland for the Broidy said, was based on his perience in the commercial strial field, where his films n many awards. He also oduced and directed the fea-tion picture, "Hell's Five or Allied Artists in 1958.

C 'Guarantee'

ontinued from page 1)

erday in New York Federal

Strean, vice-president and counsel for Television Indus-e., formerly called C & C, Matthew Fox, then C & C t, received an agreement from ons to whom he sold pictures least 10 spots daily for Inter-Latex. The agreement al-covered at least one station in the 100 top markets.

questioning by Mervyn C & C trial attorney, Erwin ice-president and sales man-Television Industries, ex-his company's general sales hen it used the RKO library acquire the commercial spots. testimony was brought out n the trial when government s were questioning their wit-

the C & C witnesses testi-terday, Loew's, Inc. (MGM) Richard A. Harper, general nager for MGM-TV, who was ed about his company's sales before and after it allowed purchase of its 723-film Other defendants are United Associated Artists Productions, Gems and National Telefilm es.

Industry's Wage Plea May 3

(Continued from page 1)

drive-in theatres in Gainesville, Ga.; Ted Manos of the Monossen Amusement Company of Greensburg, Pa.; John Manuel of the Belair Drive-In Theatres, Churchville, Md.; and Frank Lydon, executive secretary of Allied Theatres of New England.

At this point, it looks as though the industry will have a difficult, but not impossible, task if it is to convince Congress that theatres should continue exempt from the Federal wage-hour law. Many Congressmen are committed to broadening the wage law on political grounds. They are running for reelection this year. Some take the view that continued exemption of theatres constitutes "class" legislation, which is to be discouraged since it would make a patchwork out of an otherwise cohesive law.

The industry's witnesses will have to persuade them that the equities of the situation, plus the adverse economic effects of hiking the minimum wage, outweigh other considerations.

Even if the House labor committee should report out a bill that the industry does not like, the Senate labor committee may write a more favorable measure.

It is now impossible to tell whether the House or the Senate committee will finish its work first. The House hearings are scheduled to run through the second week in May. The Senate group has not met for many weeks. Senator Kennedy (D., Mass.) has been preoccupied with campaigning for the Democratic presidential nomination. With the West Virginia primary coming up on May 10, it is possible that he may try to rush out a vote-getting bill before that date.

Administration May Be Split

When Labor Secretary Mitchell testifies on Thursday, it is possible that a split in the Administration will be revealed. Commerce Secretary Mueller had earlier indicated that he thinks the only action this year should be to extend coverage of the law to another 2.5 million workers, of whom only 400,000 now receive less than $1 hourly.

Mitchell's official testimony is expected to conform to this, but it is quite possible that committee questioning will reveal that he has a more liberal attitude toward the desirability of an increase in the minimum wage itself.

AB-PT's Net

(Continued from page 1)

000 or 80c a share compared with $2,313,000 or 54c a share in the 1959 first quarter.

In his report to stockholders, Goldenson said the increase in earnings reflected primarily the improvement for the ABC broadcasting division. Overall results of other operations, including theatres, were also ahead, he reported, with 1959's improved theatre results continuing through the first quarter.

Video Web Strong

The ABC Television Network continue to maintain the strong competitive position, in terms of program acceptance and audience circulation, that it achieved during the past year, Goldenson said. This growth and attendant advertiser support was reflected in an increase of 20% in gross time sales for the first quarter over the like period of 1959. For the 1960-61 television season which starts this fall, he said sales to advertisers are already substantially ahead of last year's levels at this time.

Heart-of-America

(Continued from page 1)

Jr., Kansas City, of Dickinson Theatres, secretary.

Beverly Miller, Kansas City, former president, was selected chairman of the board, and Norris B. Cresswell, Kansas City, was elected executive secretary.

The directors voted to sponsor "Show-a-Rama IV" next March 7, 8 and 9 at the Hotel Continental here.

Para. Meeting

(Continued from page 1)

duction-distribution program for the coming 18-month period.

Joining Weltner in leading the discussions will be Hugh Owen, vice-president and Eastern sales manager; and Sidney Deneau, vice-president and Western sales manager.

Pickman to Tell Plans

Jerome Pickman, vice-president in charge of advertising, publicity and exploitation, assisted by Martin Davis, national advertising, publicity and exploitation manager, studio publicity manager Herb Steinberg and exploitation manager Joe Friedman, will outline plans for the promotion of the upcoming pictures. Jack Karp, vice-president in charge of production, will head a delegation of studio officials at the conclave.

Other home office executives to participate are Howard Minsky, assistant to Weltner; Edward Chumley, U.S. and Canadian sales manager for "The Ten Commandments"; E. C. DeBerry, assistant to Owen; Jack Perley, assistant to Deneau; and Albert Deane, editor of Paramount World.

'Big Five for Summer'

Discussions will focus on this year's "Big Five for Summer"—Perlberg-Seaton's "The Rat Race," Alfred Hitchcock's "Psycho," Jerry Lewis' "The Bellboy," Shavelson-Rose's "It Started in Naples" and Sy Weintraub's "Tarzan the Magnificent"—and major films set for release of production later this year. Special attention also will be accorded the general release of "The Ten Commandments" and "The Greatest Show on Earth."

PEOPLE

Milton R. Rackmil, president of Universal Pictures, is the subject of an article in the current issue of Forbes, business and finance publication, which commends his business policies and states they have resulted in "some of moviedom's fattest profits in many a year."

☐

Eric Johnston, president of the Motion Picture Association of America, was honored in Washington last night by the Philippine government, which bestowed on him its Legion of Honor, as well as a presidential plaque for which he was designated by **President Carlos P. Garcia.** Presentations were made at the Philippine Embassy by **Carlos P. Romulo,** Philippine Ambassador to the U. S.

☐

Martin Levine, of Brandt Theatres, is heading a campaign on behalf of the non-sectarian National Jewish Hospital at Denver. His drive will reach exhibitors, distributors and the allied fields, it has been announced by **Felix Warburg,** chairman of the hospital's New York committee.

☐

Dr. Frank E. Rider is reopening the Chateau Theatre in Wauneta, Nebr. The house has been closed for several months.

☐

Walter Gardner, associated for many years with the major circuits in the Washington area, has been named managing director of the Town Theatre there.

☐

Wilbur Williams and **Claude Graves** have taken over operation of the Sunset Drive-in Theatre, Fort Collins, Colo., from **Joseph LaConte.**

☐

Ben Siegal, formerly associated with Selznick Releasing Organization, has joined Atlantis Films as general sales manager.

☐

William Moclair, who has been managing director of the Fox Theatre, Philadelphia, has been named manager of Loew's Penn Theatre, Pittsburgh.

☐

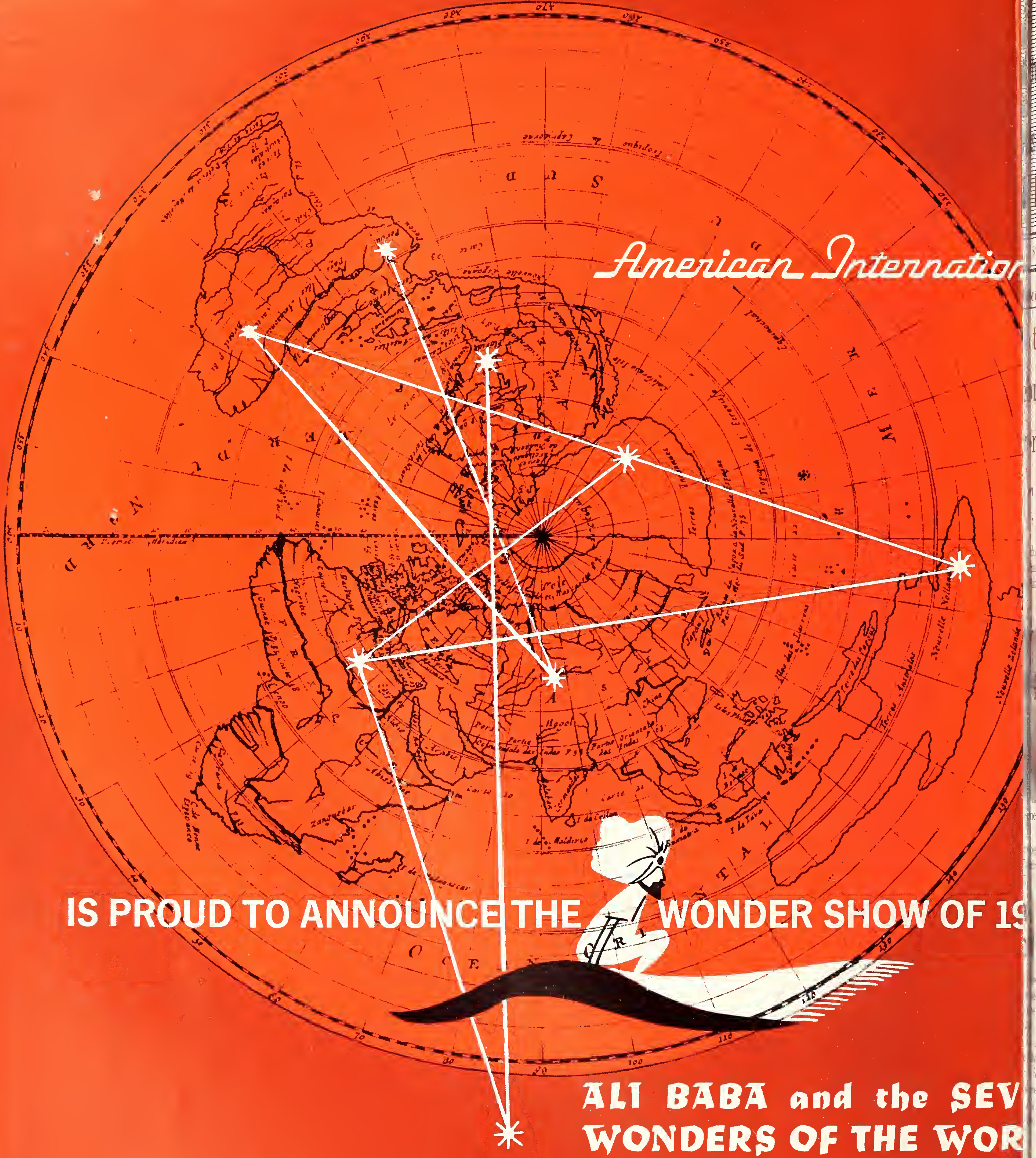
William Friedman, of Washington, D. C., has enrolled his Glymont Theatre, Indian Head, Md., in Theatre Owners of America, also in the TOA affiliate, Maryland Theatre Owners Association.

☐

Charles Kaselman, who has been active in the South, has returned to Philadelphia, scene of his earlier operations, and is now associated with Fan Fare in the Quaker City.

Mrs. Floyd Gooding Dies

COLUMBUS, April 20.—Mrs. Floyd Gooding, 52, vice-president of Gooding Amusement Co., of which her husband is president, died here following a cerebral hemorrhage.



American Internation

IS PROUD TO ANNOUNCE THE WONDER SHOW OF 19

ALI BABA and the SEV
WONDERS OF THE WOR

TECHNIRAMA
IN 70
TECHNICOLOR

TO BE PRODUCED IN ROME, PAR
TOKYO, BRAZIL, INDIA, AFRICA, U.S
AND (IF POSSIBLE) ON THE MOON

A Trans-International Production for rel
by American International Film Dist. C

All
e News
That
s News

MOTION PICTURE
DAILY

Concise
and
to the
Point

87, NO. 78 NEW YORK, U.S.A., FRIDAY, APRIL 22, 1960 TEN CENTS

ciliation Fails

ts Lack of nsideration r Exhibitors

Sees Film Problems , Then Organizations

luct supply and film buying ns are uppermost in the minds ibitors of all classes today and take precedence over the problems and activities of exhibitor organizations, in the opinion of Sidney Stern, president of Allied Theatre Owners of New Jersey.

ney Stern

"Exhibitor meetings and most other organizational activities ecome academic in the average or's serious struggle to remain

(*Continued on page* 2)

Macy's Stores Will 'Can-Can' Tickets

ets to "Can-Can" for its ent at the Rivoli Theatre here sold in all six Macy's stores New York area starting today a tie-up announced yesterday ward E. Sullivan, publicity difor 20th Century-Fox, and Morenbloom, advertising director of

stores have installed eight-foot-

(*Continued on page* 4)

dus' Advance Total 9,000 at the Warner

ull nine months prior to its premiere at the Warner Thea- New York, Otto Preminger's s" is setting a new all-time advance ticket sales with first ion totalling $219,000 and rep-

(*Continued on page* 5)

VISION TODAY—page 4

TOA Hopes for Post-Strike Boost in Releases; Ponders Higher Film Costs

Despite implications of the 32-day strike at major Hollywood studios and its probable after-effects, the outlook is optimistic, the current membership Bulletin of Theatre Owners of America asserts.

"Production will resume quickly. More, though still far from enough, product will be available. There are no signs of any imminent post-'48 sales," the Bulletin sums up the post-strike situation.

However, it cites the negotiations

(*Continued on page* 5)

MPA Asks for 'Oscar' Show Cost Report, Bids

The Motion Picture Assn. board of directors is not scheduled to give consideration to underwriting the costs of next year's Academy Awards telecast and broadcast until it has received from the Academy an accounting of expenditures for this year's program and a report on what the networks will charge for the 1961 telecast and broadcast.

Eric Johnston, MPA president, re-

(*Continued on page* 5)

Administration Favors $1 Wage Floor: Mitchell

From THE DAILY Bureau

WASHINGTON, April 21. – Secretary of Labor Mitchell today expressed the Administration's position on the minimum wage bill to the House labor standards subcommittee. This calls for limited extension of coverage of the law, but no increase in pay.

Under questioning by committee members, however, it became clear

(*Continued on page* 4)

Dickstein Inducted as Head of Cinema Lodge

More than 450 members and guests, representing the largest turnout in the group's 21-year history, attended the Cinema Lodge B'nai B'rith "presidents' luncheon" honoring Alfred W. Schwalberg, retiring president, and welcoming Abe Dickstein, who was

(*Continued on page* 6)

Levine to London on 'Hercules' Openings

Embarking on what he describes as a "merchandising invasion" of the foreign market, Embassy Pictures president Joseph E. Levine flies to London at the weekend to begin a series of promotional meetings on his upcoming presentation of "Hercules

(*Continued on page* 4)

28th Edition of Fame—Audit Of Personalities Is Ready

The 28th annual edition of "Fame," Quigley Publications' audit of personalities of the screen and television, goes into distribution today. Its 200-pages of multi-color display cover the Top Ten Money-Making Stars of 1959, the Box Office Champion Pictures, the Champion Producers, Directors and Writers, the Stars of Tomorrow, and the British Champions.

The television section, comprising a third of the volume, rates the programs and performers on the basis of the annual poll conducted by Television Today.

A special section in the motion picture section, titled Looking Forward, gives display attention to the productions which because of their elements of proven box office appeal are most likely to be the candidates for the Fame of Tomorrow.

Talks Under Way for Release of 'The Bridge'

Negotiations for the distribution of "The Bridge," an Academy Award nominee, are underway between a major company and Dr. Herman Schwerin, the producer of this anti-war film made in Germany. "The Bridge" has won a number of international awards and has broken box office records in Germany.

Munio Podhorzer, representative in

(*Continued on page* 5)

Business Booms

Best Spring Holiday Week Yet Predicted

All-Time Record at Hall; Other Cities Are Big, Too

By SAUL OSTROVE

Theatre business on Broadway and in the neighborhoods here, along with that around the country, continued its sharp upbeat trend all week, following a smashing Easter weekend during which many house records were broken. The greatest spring holiday week in history was predicted for the period running through this Sunday by several theatre managers and distributors here.

A new all-time high box office record for a single week was established

(*Continued on page* 5)

Admits RKO Library Was Sold in Bulk Lots

An executive for Television Industries, Inc., formerly called C & C Super Corp., admitted during cross-examination yesterday that his company required TV stations to buy at least one-half of RKO's 723-film library in bulk lots, or what the government contends is "block-booking."

Erwin Ezzes, vice-president and

(*Continued on page* 5)

SBA Loans Go to Theatres In Kansas and Nebraska

From THE DAILY Bureau

WASHINGTON, April 21. – Two theatres participated in loans made by the Small Business Administration during March. The Hill-Crest Drive-In Theatre, Osage City, Kan., with six employees, has been approved for a loan of $42,000 with a local bank participating. A disaster loan of $4,000 was made to the Papio Theatre, Papillon, Neb.

SBA approved a total of 316 loans worth $15,434,000 in March, up from 308 totaling $13,867,000 in February. Loan applications in March were 35 per cent higher than in February.

PERSONAL MENTION

GEOFFREY SHURLOCK, Production Code administrator, has returned to Hollywood from New York.

•

Robert S. Ferguson, Columbia Pictures national director of advertising-publicity, will return to New York today from Des Moines.

•

Charles Simpson, vice-president of Capital Releasing Corp., Atlanta, left there this week for Knoxville, Tenn.

•

Mrs. Saul Cooper gave birth here yesterday to a son. Father is a member of the Paramount publicity department.

•

Herbert L. Gaines, of Warner Brothers, was in Oneida, N. Y., this week from Albany.

•

Haya Harareet has returned to Hollywood following two days in Denver participating in the "Ben-Hur" opening ceremonies there.

•

Gina Lollobrigida will arrive in New York today from Italy, and will leave here tomorrow for Hollywood.

•

Sidney Kallet, chief buyer for Kallet Theatres, Oneida, N. Y., has returned there with **Mrs. Kallet** from a vacation in California and Arizona.

New U-I, Turner Film

HOLLYWOOD, April 21. – "The Colonel's Lady," an original story by Stanley Roberts, has been acquired by Universal - International as a starring vehicle for Lana Turner, it has been announced by Edward Muhl, vice-president in charge of production. At the same time Muhl said the picture will be co-produced by Robert Arthur and Roberts, with production scheduled to start in the late Summer or early Fall. "The Colonel's Lady" will mark Miss Turner's fourth picture for U-I, where she starred in the highly successful "Imitation Of Life" and just completed "Portrait In Black."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYDN
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Stern in Plea for Exhibitors

(*Continued from page 1*)

afloat, to keep his plant in order and come out at the end of the month even a little bit ahead," Stern said.

"Organizational activities are an adjunct to knowing more about the business of exhibition. The trouble today is that too many exhibitors are fighting for their business life, and that requires all of their time, energy and capabilities. Their buying and operating problems have to come before everything else.

"Your average exhibitor today isn't thinking about or concerned in any way with exhibitor organization differences and politics. He's too busy trying to overcome the daily problems that threaten to put him out of business. He is faced with the very real problem of having money left over after paying for film to maintain his plant.

"Film buying has become a cancer. After it, there is no money in too many theatres for even essentials such as new carpeting, installation of modern wash rooms, or making improvements of any kind, let alone profits for the exhibitor.

"We cannot run our theatres the way we want to run them under such circumstances. And in New Jersey, where booking problems are further complicated by the antiquated and no longer valid releasing system after New York, the difficulties are made still greater. I can show you drive-ins playing double features within our state, yet north Jersey theatres won't be able to book even the second feature for another six months. And when we do it, it will be at top percentage terms.

"Policies of this kind are running our theatres into the ground. The physical condition into which many theatres are being forced can't do the industry any good.

"There was a time when we were the third largest industry. Now the theatres, from the biggest down to the smallest, are reduced to a state in which they are whining over a Federal minimum wage law.

"At the root of it are film terms which exact the last penny from the theatre, leaving little or nothing for any other essential. More and more theatres are forced to close. What wisdom can there be in such policies?" Stern asked.

Asked if the industry conciliation procedure could be employed profitably by Jersey exhibitors to resolve some of their problems, Stern replied: "Conciliation has been attempted. It turned out to be a big farce. It was just another red herring drawn across the path of exhibitor-distribution relations.

"In the final analysis, all that conciliation meant to our people was that men who could least afford to spend time away from their business at conciliation meetings, did it and obtained nothing in the way of relief."

House Group Modifies Foreign Investment Bill

From THE DAILY Bureau

WASHINGTON, April 21. — The Ways and Means Committee has modified the foreign investment incentive act to mollify the Treasury, labor, and business.

It acceded to the Treasury's desire that American firms operating abroad should be permitted to defer payment of U.S. tax only on income earned in underdeveloped countries.

It knocked out a provision objectionable to business which would have given less favorable tax treatment to firms deferring tax payments than to others which operate abroad.

The committee made a pass at obtaining support from organized labor by requiring firms that take advantage of tax deferral to comply with the labor laws and standards established by the countries in which they invest.

The bill, H.R. 5, may come before the House next week.

Columbus AromaRama

COLUMBUS, O., April 21. – The AromaRama feature, "Behind the Great Wall" opened today at the University, an Academy-Neth theatre in the Ohio State University area.

7 Companies Set for SMPTE Equip. Session

Seven companies will take part in an equipment papers and demonstrations session, May 4, at the Ambassador Hotel in Los Angeles during the 87th convention of the Society of Motion Picture and Television Engineers, according to Herbert E. Farmer, convention program chairman.

The session, at which exhibitors will present descriptions and demonstrations of their newest pieces of equipment, will open at 9:30 A.M. and conclude at 12:30 P.M.

The following companies will participate in the session: Bell & Howell Co., showing the new JM printer; Florman & Babb, Inc., the F & B mite nickel cadmium batteries and power supplies with transistorized inverters; Hollywood Film Co., HFC 16mm hot splicer; Mole-Richardson Co., special effect equipment–cobweb spinner, fogmakers, 18-in. windmaker; Ryder Sound Services, Inc., the new perfectone and accessories, the Ryder sync camera drive, and the Ryder transistorized inverters; S.O.S. Cinema Supply Corp., time-delay unit for motion-picture printers; Traid Corp., AUTO-MAX–35mm data recording camera.

Toronto Variety Ter
Boosts Conclave Pla

Special to THE DAILY

TORONTO, April 21. – "Fit
king" was the label chosen he
J. J. (Jack) Fitzgibbons, Jr., g
chairman for Variety's 33rd a
convention, to describe the in
tional conclave which will co
May 31st at the Royal York H

Fitzgibbons said his host te
determined to provide barkers
all over the world with as much e
tainment and enthusiasm as they
enjoyed at any of the previous
ventions of Variety Clubs Intern
al. He stated that details for the
day meeting will be released v
the next few weeks.

Heavy Attendance Expecte

It is expected that Toronto'
tractions will produce an overwh
ing attendance response. The pr
chief barker of the London, En
tent will be accompanied to the
vention by his tent's seven fo
chief barkers, to establish a "
for any Variety convention.

Associated with Fitzgibbons in
committee posts are Dan Kre
registration; George Altman, t
portation; R. W. Bolstad, finance;
Arthur, entertainment; Joe Bern
luncheons and dinners; James N
convention journal; Nat Taylor,
vention journal advertising;
Stone, publicity; William Sum
ville, greeting and welcome, and
Sylvia Laurie, women's activitie

Mrs. Smith Presiden
Of Atlanta WOMPI U

Special to THE DAILY

NEW ORLEANS, April 21.–
Carmen Smith, of Hodges Th
Supply, has been elected preside
the local chapter, Women of the
tion Picture Industry, for the 196
term of office.

Other officers elected at the m
ing, held in the Variety Club quar
are: Mrs. Della Jean Favre, P
mount, first vice-president;
Imelda Giessinger, Richards Ce
second vice-president; Mrs. Th
Reinerth, MPAA, recording secre
Ida Klos, Paramount Gulf, corresp
ing secretary, and Mrs. Anna Sino
Universal, reelected treasurer.

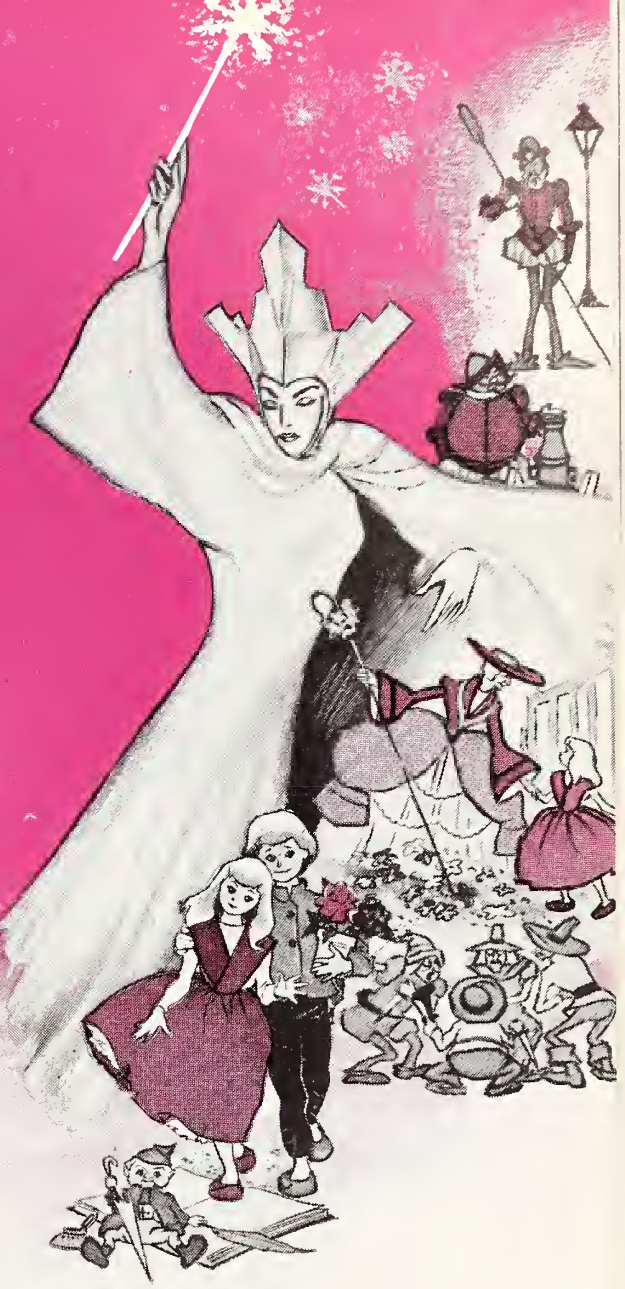
Okun, Eby to Toron

Charles Okun, in charge of the
sales for Coca-Cola, will leave
tonight for Toronto with George
Variety Clubs International c
barker, for conferences there with
Fitzgibbons, chief barker of the
ronto Tent, on final arrangements
Variety International's annual con
tion in Toronto, May 31 to June
From Toronto, Okun will visit
England, returning to New York a
May 3.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bur
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-3
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies.

The QUEEN* *of the Easter Parade*

HERE'S THE BOXOFFICE STORY...AND IT'S NO FAIRYTALE!



$ENSATIONAL OPENINGS IN...

LANSING, MICH....Starlite Dr. In
INDIANAPOLIS, IND....Indiana Theatre
AKRON, OHIO...Strand Theatre
NEWARK, N.J....Paramount Theatre
JERSEY CITY, N.J....State Theatre
NEW BRUNSWICK, N.J....Brunswick Drive In
KALAMAZOO, MICH....Capitol Theatre
NIAGARA FALLS, N.Y....Strand Theatre
GRAND RAPIDS, MICH....Regent Theatre
LOUISVILLE, KY....Ohio Theatre
BATTLE CREEK, MICH....Michigan Theatre
SAGINAW, MICH....Twilight Drive In
SYRACUSE, N.Y....Paramount Theatre
TOLEDO, OHIO...Palace Theatre
FLINT, MICH....Dort Drive In
PONTIAC, MICH....Pontiac Drive In
and topping the biggest in the Butterfield Circuit

HOLDING OVER
WITH $OLID BUSINESS IN...

CHICAGO, ILLINOIS...Loop Theatre
PITTSBURGH, PA....Fulton Theatre
ROCHESTER, N.Y....Cinema Theatre
CLEVELAND, OHIO...Hippodrome Theatre
CANTON, OHIO...Palace Theatre
BUFFALO, N.Y....Lafayette Theatre
DETROIT, MICH....Broadway Capitol Theatre
NEW ORLEANS, LA....Joy Theatre

HANS CHRISTIAN
ANDERSENS

*THE
SNOW QUEEN

FULL-LENGTH FEATURE CARTOON IN EASTMAN COLOR

WITH PROLOGUE STARRING
ART LINKLETTER
AND FEATURING THE VOICES OF
SANDRA DEE
TOMMY KIRK STAR OF "SHAGGY DOG PATTY McCORMACK
Cartoons, Animation and Screenplay
by Sayuzmultfilm Productions
English Dialogue Version, Prologue and Adaptation,
Written by ALAN LIPSCOTT and BOB FISHER
Produced by ROBERT FABER
A UNIVERSAL-INTERNATIONAL RELEASE

Universal International ®

The Queen has that Universal Appeal!

Television Today

Who's Where

Kenneth E. Brighton, for the past six years a film director for Marathon TV Newsreel, has been named production manager of Newsfilm, Inc., Marathon affiliate. Marathon president **Konstantin Kalser** said Brighton would also serve as Newsfilm assignment editor and co-ordinator of special events. Brighton is a former NBC-TV news staff member.

□

Robert Lapthorne has been appointed by Fremantle International of New York to service the company's television accounts in Australia.

□

Felix Jackson has been appointed vice-president, NBC Television Network Programs, West Coast, it was announced by **David Levy**, vice-president, Television Network Programs and Talent.

□

Charles W. Fries, who joined Screen Cems in December as executive production manager, has been elected a vice-president of the company.

'Chevy Suspense Show' For Summer on NBC

"The Chevy Suspense Show," a new series of full-hour live colorcast suspense dramas, will become a feature of the NBC-TV Network's Sunday night summer schedule starting May 29 (9:10 P.M. EDT) for 18 weeks, it was announced by David Levy, vice-president, programs and talent, NBC Television Network.

Walter Slezak, star of stage, screen and television, will be host for the new series. "The Chevy Suspense Show" will be sponsored by Chevrolet Division of General Motors Corporation. Campbell-Ewald Company is the agency for the sponsor.

Quinn Martin Signed For New ABC-TV Series

Quinn Martin, executive producer of ABC-TV's "The Untouchables," has been signed by ABC-TV to create new program series for the network, it was announced by Thomas W. Moore, vice-president in charge of programming. Working through his newly formed QM Productions, Martin will be responsible for the creation of at least two pilots a year for ABC-TV, one each for a half hour series and a full hour series. In addition, he will serve as consultant to the network on other programs.

Martin starts working for ABC-TV on June 1. His current contract with Desilu, which has produced "The Untouchables" since its inception, concludes on May 18.

NBC Offer Presidential Candidates 'Press' Time

The National Broadcasting Company will give the Democratic and Republican nominees for President the opportunity of appearing side by side in prime evening time on network television beginning eight weeks before Election Day, it was announced by Robert W. Sarnoff, chairman of the board.

To make these appearances possible under existing law without the penalty of giving equal time to numerous minor and splinter-party candidates, Sarnoff said, NBC will invite the two major candidates to appear on "Meet the Press," television's oldest news interviews series. During this period, the program will be expanded to a full hour and rescheduled on Saturday evenings in place of "World Wide 60."

The appearance of political candidates in regularly scheduled news interview programs as well as newscasts was exempted last year by Congress from the "equal-time" restrictions of Section 315 of the Communications Act.

Sarnoff described NBC's plan for presenting the candidates in an address to the Academy of Television Arts and Sciences at the Hotel Biltmore here yesterday.

'Candid Camera' To Be Weekly Series Over CBS

"Candid Camera" will be presented as a regular, weekly half-hour series beginning in October on the CBS Television Network under the sponsorship of Lever Brothers Company and Bristol-Myers Company, it was announced by William H. Hylan, CBS Television Network vice-president of sales administration.

The series, currently a weekly highlight of "The Carry Moore Show," will be presented Sundays at 10:00-10:30 P.M., EDT. It will be produced by Bob Banner Associates and Allen Funt Productions.

The 30-minute version of "Candid Camera" will feature Mr. Funt, originator of the program, plus a regular host and two other performers, all of whom will discuss, introduce and appear in the candid interviews. A name guest star also will appear each week in a specially prepared film sequence.

The production trio of Bob Banner, Joe Hamilton and Julio Di Benedetto will supervise the new series with Allen Funt producing the "Candid Camera" film.

John Payne to Star

John Payne will star in "O'Conner's Ocean," a full-hour mystery-suspense series scheduled for fall showing on the NBC-TV Network.

Levine Planing

(Continued from page 1)

Joseph Levine

Unchained. Levine will confer with representatives of Warner - Pathe, which is releasing the spectacle film throughout Great Britain, and top executives of the key British theatre circuits planning the massive British Isles-wide saturation of the attraction in late August.

"Hercules Unchained" will mark Levine's initial effort at applying his elaborate promotional technique in the overseas market.

While in London, Levine will participate in conferences with D. J. Coodlatte, managing director of Associated British Cinemas Ltd., Louis Lewis, managing director of Warner-Pathe, Leonard Samson, Warner-Pathe director of advertising and publicity, Percy Livingstone, W-P general sales manager, and Arthur Abeles, managing director of Warner Bros. Ltd. and Warners' supervisor of the Continent of Europe, among others.

'Can-Can' Tickets

(Continued from page 1)

high kiosks imported from Paris, behind which models will sell the reserved-seat tickets. Each booth has a direct phone wire to the Rivoli and customers will have their reservations confirmed immediately, with tickets mailed to their homes that day.

Full-page ads in the *New York Times*, *Journal-American* and the *Daily News*, using the theme "Macy's loves 'Can-Can' and Paris in the Spring," will appear on April 25, 28 and May 2.

Full-length windows in each of the six stores, Herald Square, White Plains, Jamaica, Flatbush, Roosevelt Field and Parkchester, are now decorated with actual costumes from the film as worn by the stars.

Performers in Parkchester

Additionally, at the Parkchester Macy's next Thursday the new "ballroom version" of the "Can-Can," as created by Arthur Murray will be shown to the public by professional dancers in a show on the main floor of the store. More than 5,000 people are expected to attend the event.

Rosenbloom said that Macy's full bulletin and mailing list to all charge and in-store customers will herald the multi-pronged tie-up for six full weeks starting with today's release, calling their 28,000 charge customers' and 10,000 daily shoppers' attention to the project.

The Macy's advertising director also declared that in the Herald Square branch alone, at least 300,000 customers will be reached by the "Can-Can" display.

Special Invitations To Theatres in Ads

Special to THE DAILY

WAUKEGAN, Ill., April 21. –
theatres here have injected a mea
of theatre-going promotion in
"Waukegan News-Sun." Each da
a box at the top of Page One,
Genesee Theatre publishes the n
and address of a local resident
invites him to attend the next
showing of "Solomon and Sheba

The Park Theatre uses a si
method, inviting the person name
attend a showing next day of "
of the River." In this case, how
the paper's inside pages are use
spot the box.

$1 Wage Flo

(Continued from page 1)

that Mitchell's own belief is th
rise in pay to $1.10 or $1.15 an
would "not cause any great pro
of adjustment or hardship to em
ers or workers." He opposed
Roosevelt (D., Calif.) proposal to
the minimum by 25 cents.

The bill supported by the Adn
tration, according to Mitchell, w
extend coverage to an additiona
million workers, mainly in
trade. About 650,000 now re
less than $1 hourly. As Mitchell
it, it is more important to br
the law's scope than to raise th
floor.

Cites 'Diversity' of Bills

Mitchell noted that there is a
versity" of bills before the comm
and that this raises many prob
He said, for example, that the S
labor subcommittee, after exha
hearings, had reported a bill
has since been extensively mo
The Senate labor committee, he
"is still wrestling with this pr
and has thus far reached no d
conclusions."

Mitchell told the House grou
the impact of immediate imp
of a 40-hour week and a minim
$1.25 "would be far too gre
permit absorption of the requir
creases in wage costs without
stantial curtailment of employ
It "would actually result in th
of jobs by large numbers of low
workers," he said, adding that
firms would have wage cost inc
of 50 per cent and more.

"As a practical matter," the
tary of Labor asserted, the wag
law can be extended only by "
or degrees."

'Windjammer' in V

HOLLYWOOD, April 21.–"
jammer," National Theatres &
sion feature in Cinemiracle, wil
at the National Theatre, Rich
June 24, it was announced tod
William Shelton, domestic sales
ager. Picture is also scheduled t
at the Hellman Theatre, Buffal
25, and the Granada Theatre, B
June 15.

ı-Hur' Leads Parade Interstate Theatres

Special to THE DAILY

LLAS, April 21.—"Ben-Hur" led
tate's Easter parade of big pic-
with capacity crowds at all per-
nces, according to Raymond
, vice-president and general
ger. "We had the biggest crowds
Tower since the Christmas holi-
he said, "with three extra mati-
specially budgeted for the home-
school crowds with a 90 cent
sion on Friday and Monday at
P.M. and at 9 A.M. on Satur-
However, we did just as much
ess at the regular prices of $2
2.25 at the regularly scheduled
."

t in line, reported Willie, were
e Don't Eat the Daisies," at
alace, and "A Visit to a Small
," at the Majestic.

odus' Advance

(*Continued from page* 1)

ing 53 fully-sold performances at
roadway showcase, it was an-
ed by William J. Heineman,
resident of United Artists.

advance receipts are based on
sponse to a single advertisement
ring in all seven daily newspa-
n New York on March 28. Sim-
ds, appearing in major newspa-
n Chicago and Los Angeles, an-
ed the start of production for
Jnited Artists release in Israel
he acceptance of ticket reserva-
or the film's three opening road-
engagements.

om Individuals and Groups

lers pouring into the Warner
re have come from individuals,
s and organizations at a phe-
ıal rate in the short time since
d was placed, Heineman said.
theatre parties constitute a
lerable portion of the advance
the theatre's management at-
es the continuing rise in re-
chiefly to the heavy single order
and orders from smaller
s.

ease of 'Bridge'

(*Continued from page* 1)

Jnited States for the Export
of Germany, said yesterday that
erin would return to Germany to
ce "The Lamb" and "The Trans-
"Both pictures," Podhorzer
"will develop new talent, using
lirectors. He did this with 'The
e', and the experiment proved
sful."

werin's current film here is
l in Silk," starring Curt Jurgens
illi Palmer, distributed by Excel-
ictures.

roshima' Here May 16

roshima, Mon Amour," winner
e 1959 International Critics'
l at the Cannes Film Festival,
ave its American premiere at the
Arts Theatre here on Monday,
16. The French language film
English titles, will be distributed
United States by Zenith Inter-
ıal Films.

Best Spring Holiday Week Yet Is Predicted

(*Continued from page* 1)

at the Music Hall Wednesday night when Metro - Goldwyn - Mayer's "Please Don't Eat the Daisies" grossed $227,884 in its third week to break by $900 the single-week record held by "Auntie Mame" since Christmas, 1958. "Daisies" also established new highs at the Music Hall for Good Friday, Easter Sunday, Easter weekend and on Monday, Tuesday and Wednesday this week for non-holiday weekdays.

United Artists' "The Fugitive Kind" rolled up a whacking $52,819 at the Astor in its first week, the best Easter business there since "East of Eden" in 1955. Playing day-and-date at the Plaza, "Fugitive" drew $19,587 for the week, high at that theatre since "Lust For Life" in 1956.

The Criterion's first full week with Columbia's "Who Was That Lady?" was a terrific $62,800, only slightly under the record-holding first week of "Suddenly, Last Summer." For the week ending yesterday, 20th-Fox's "Wake Me When It's Over" recorded a solid $35,000 at the Paramount.

"The Unforgiven," a UA release, piled up $50,000 for the week at the Capitol. "Ben-Hur," M-G-M's winner of 11 "Oscars," played to over-capacity audiences every day for the holiday week and racked up $64,516.

"Expresso Bongo," released by Continental Distributing, Inc., zoomed to an impressive first-week gross of $20,600 at the Sutton. Columbia's "The Mouse That Roared," now in its 26th week at the Guild, did $9,380 this week, tops since the picture's 14th week.

At the Forum, Columbia's "Our Man in Havana" registered $12,650 for the week ended Wednesday, its 13th. The same film grossed $9,775 playing at the Trans-Lux 52nd Street.

Elsewhere around the city, "Solomon and Sheba" was doing "terrific" business in the Loew's circuit. Universal said "The Snow Queen" was doing "exceptionally well" for an Easter release here and in circuit houses across the country where it is being held over in many situations.

Columbia reported its "Because They're Young," now in several keys, was running ahead of "Gidget," last year's Easter picture aimed at a similar market.

See $8,000,000 for 'Ben-Hur'

"Ben-Hur," which had grossed $7,135,000 nationally through Tuesday, was expected to surpass $8,000,000 by the beginning of next week. In 125 national engagements, "Please Don't Eat the Daisies" has produced $1,500,000. M-G-M reported the film was running slightly ahead of "Some Came Running" in situations to date.

"The Unforgiven" pulled in $442,195 during the Easter holiday period in 53 key city situations throughout the country.

TOA Hoping

(*Continued from page* 1)

remaining with other guilds and craft unions before the Hollywood employment situation is restored to normalcy, and observes pointedly that "Another question that only time will answer will be the effect upon film rentals of the higher production costs entailed by the new ('producers') agreements."

"One big hope of exhibition," the TOA Bulletin asserts, "is that some of the companies—notably Metro, Paramount, Warners and Columbia—which had been holding back completed films so they could be spread over the balance of the year in event of a long strike, will now re-evaluate their release schedules and issue more pictures in the immediate months ahead. The extra films will be sorely needed."

Comments on Pay-TV

The Bulletin also reports on recent pay-TV developments and summarizes by saying the Telemeter operation in Etobicoke, Ont., "will be watched with interest for the first collection reports" and will "monitor carefully" the progress made by Video Independent Theatres of Oklahoma City with its Telemeter franchise applications and the RKO General-Zenith plans for over-the-air pay-TV experimentation in Hartford, Conn., "though the start for either company is many months off."

"Meanwhile," the Bulletin reports, "we are continuing to campaign for passage of the Harris bills, by which Congress would place cable-TV under the same stringent test controls as broadcast TV, and would leave to Congress, after the long test period, the determination of whether pay-TV is in the public interest—something we strongly say it is not."

The Bulletin also urges exhibitors to continue to contact their senators and representatives in Washington to petition exemption for theatres from new Federal minimum wage legislation. The House labor committee hearing of industry representatives on the legislation has been scheduled for May 3.

RKO Library

(*Continued from page* 1)

general sales manager for Television Industries, Inc., told Judge Archie O. Dawson in New York Federal Court that TV stations wanting to buy fewer films at one time could do so after a first contract. In the beginning, however, they were required to buy several hundred films at a time.

Another defense witness, Leslie Dumier, an executive for the Mogul Advertising Agency here, said that advertisers were reluctant to buy spot commercials during televised film shows if the pictures were poor. Therefore it paid film suppliers to provide stations with superior pictures whenever possible, for bigger profits all around, Dumier said.

Cites Loss of Ad Revenue

During cross-examination of this witness, Leonard Posner, chief trial attorney for the government, brought out the fact that if stations showed poor films their ratings dropped, causing a loss of advertising revenue. In this instance Posner was trying to tie up poorer, allegedly "Block-booked" pictures with declining ratings.

Charged along with C & C with violating anti-trust laws in sales of pictures to TV stations are United Artists, Loew's, Inc. (MGM), National Telefilm Associates, Screen Gems and Associated Artists Productions.

Brooker Rites Saturday

Funeral services for William F. Brooker, veteran exploitation field representative, will be held here tomorrow, with interment to follow in Woodlawn Cemetery. He had worked for Paramount, United Artists, Columbia, and other companies.

MPAA Asks

(*Continued from page* 1)

ported to the recent association board meeting that he had requested such information in reply to a letter of inquiry from B. B. Kahane, Academy president, concerning an early expression from MPAA on the underwriting of the 1961 program. Costs of the annual event are estimated at $650,000.

No Preliminary Planning

MPAA board members agreed there was no point in giving consideration to next year's underwriting before the information sought by Johnston had been received. Most directors feel that the program should not be charged for, as it has been, at the full commercial rate, inasmuch as it has public service aspects and no commercials are used. They feel that placement of the program with a network on a public service basis should be investigated thoroughly before a new commitment is made, as well as the charges by networks which have not carried the program.

The Academy's three-year deal with NBC-TV and Radio expired with this year's program.

Tour for 'Killers'

CHARLOTTE, N. C., April 21.—A big game hunter is touring 19 Carolina cities in connection with playdates of Warwick's "Killers of Kilimanjaro," a Columbia Pictures release. Driving a special jungle-type land rover, the hunter is touring busy intersections all over North and South Carolina in behalf of the film.

Edmondson, Sr., Dies

ATLANTA, April 21.—Rev. Robert A. Edmondson, Sr., 84, father of Ray Edmondson, vice-president of Dixie Drive-in Theatres, died here following a short illness.

PEOPLE

Roy Cooper, chairman of the executive committee of Theatre Owners of America and president of West Side Valley Theatres of San Francisco, on April 27 will address the members of the Oregon Theatre Owners Association at their one-day meeting to be held at the Benson Hotel in Portland. **Albert Forman**, president of the Oregon TOA group, will chair the meeting.

☐

Richard A. Smith, vice-president of Smith Management Co., Boston, and **W. Leslie Bendsley**, owner-operator of the Community Playhouse, Wellesley Hills, Mass., will be the co-chairmen of the 1960 regional convention of Independent Exhibitors, Inc., and the Drive-in Theatre Association of New England, to be held at the Chatham Bars Inn, Chatham, Mass., Sept. 13-15, with Carl Goldman as coordinator.

☐

Phillip Blaine has been named manager of the West Drive-in Theatre, Denver, a Wolfberg Theatres operation. In other appointments the circuit has designated **Doug Williams** to manage the Valley, **Lauren Vernon** for the Monaco and **Dick Boyer** for the North. **Ralph Morin**, new with the Wolfberg organization, will direct the South, while **Paul Campbell**, another newcomer, will take the helm at the East.

☐

Robert Goldston, director of administration for the owned-and-operated stations of National Telefilm Associates, has been elected assistant secretary of that organization and of the parent company, National Theatres and Television, Inc. Additionally, he has been named assistant to the chairman of the board of NTA.

☐

Raymond S. Smith, former Warner Brothers manager in Albany, N. Y., now is buying-booking the Ideal Drive-in, Canton, N. Y., for **Alec Papayanakos**, and the Route 32 Drive-in Greenville, N. Y., for **Peter Carelas**.

☐

Stella Defoor, formerly on the staff of Universal in Atlanta, has joined Continental Distributing, Inc., there as secretary to **James V. Frew**, Southeast division manager.

Carlile Joins Bronston

Tom Carlile, Hollywood publicist, will join Samuel Bronston's "King of Kings" publicity organization in Madrid in two weeks, according to Robert S. Taplinger Associates, Inc., public relations representatives for the film. Carlile, who recently completed an assignment in charge of "The Alamo" location publicity, will spend a few days in the Taplinger New York office before proceeding to Spain to join Harry K. McWilliams, coordinator of advertising, publicity and promotion for "King of Kings."

Abe Dickstein, New York branch manager for 20th Century-Fox, congratulated by actress Margo Moore on his installation as new president of Cinema Lodge yesterday.

CinemaLodge

(*Continued from page 1*)

inducted president yesterday at the Astor Hotel here.

Dickstein, New York branch manager for 20th Century-Fox, was sworn into office by Harvey Platt, executive secretary of B'nai B'rith Lodge No. 1. The ceremony was preceded by an address by Schwalberg and remarks by Platt concerning the activities of B'nai B'rith in the U.S. and throughout the world.

Certificates of achievement were presented to Jack Hoffberg and Max Youngstein in whose absence the award was accepted by David Picker. Schwalberg received a transistor radio from the lodge as a token for his services the past year. Harry Brandt was luncheon chairman.

Industry Leaders on Dais

Dais guests were Rabbi Moshay P. Mann, Joseph M. Sugar, Martin Moscowitz, Edward L. Hyman, Harry Kalmine, Leslie R. Schwartz, William J. Heineman, Spyros S. Skouras, Russell V. Downing, Rube Jackter, Margo Moore, Walter Reade, Adolph Schimel, Herman Robbins, Leo Jaffe and Samuel Rosen.

Also Eugene Picker, William J. German, Richard Walsh, Rita Gam, Solomon M. Strausberg, Benjamin Sherman, Samuel Rinzler, Fred J. Schwartz, Joseph Levine, C. Glenn Norris, Morey R. Goldstein, Carl Haverlin, Jack Byrne and Rabbi Ralph Silverstein who delivered the invocation.

Brandt's co-chairmen were Howard Minsky, Martin Levine, Jack Levin, Herman Schleier and Noel Meadow.

Heralds for Loew's Fair

A quarter of million heralds have been distributed here as part of Loew's Theatres campaign for "Loew's Spring Movie Fair." The 11x14 heralds, printed in sepia on a white background, contained four pages of stills on the stars in the pictures that will be shown during the "Spring Movie Fair," as well as a schedule of the attractions, with dates and theatres. The heralds were distributed at subway stations, in supermarkets, and in the theatres.

DAR Awards Presented To 'Shaggy' and 'Jones'

From THE DAILY Bureau

WASHINGTON, April 21. – The Daughters of the American Revolution today presented their annual awards to Walt Disney's "The Shaggy Dog" as 1959's best children's picture and to "John Paul Jones" as the year's best historical film.

On Friday night, Laurence Harvey is scheduled to receive an award, in the absence of John Wayne, for "The Alamo." It will be presented on behalf of the Children of the American Revolution. At the same time a TV award to Disney's "Swamp Fox" will be accepted by the Buena Vista Washington representative, J. B. Brecheen.

Charles Levy, director of advertising and publicity for Walt Disney Productions, accepted the award for "Shaggy Dog." He assured the DAR's that "we'll go on trying to earn more of them." He presented a special Disney statuette, a "Duckster" to the DAR in appreciation for the organization's interest.

Levy said that Disney plans a 1961-62 TV series on "The Constitution of the U.S.," which will present a "thinking kind of entertainment."

Clark Accepts for 'Jones'

MPA vice-president Kenneth Clark accepted the "John Paul Jones" award on behalf of producer Samuel Bronston and Warner Bros. Clark told the ladies that he likes to think that this award is also recognition of the motion picture as the farthest-reaching medium of communication of our times. He added that the DAR's efforts in the motion picture field are a "welcome and invaluable" contribution to the industry's efforts to improve the quality of pictures.

Ray Thayer Is Winner In L&G Manager Contest

Special to THE DAILY

BOSTON, April 21.—The winners of the managerial contest of Lockwood & Gordon Enterprises have been announced by Douglass Amos, general manager, with cash prizes given to the first 14 places. Called "The Grand Nine of '59," the contest was judged by three district managers, Jack O'Sullivan, William Dougherty and Charles Champine.

The winner was Ray Thayer, manager of the Lewiston, Me., Drive-in, whose extra efforts in business-building, exploitation, community activities and all-around managerial ability won for him the coveted first prize money.

Other winners were Edward Stokes, Avon Cinema, Providence; Morrill Parmenter, State, Farmington, Me:; Lionel Collins, State, Waterville, Me.; Charles King, Playhouse, Scituate; Richard Boone, Concord, N. H., Drive-in; Joanne Hartley, Auburn, Me., Drive-in; Nelson Wright, Hope Theatre, Providence; Harry Johnson, Portland, Me., Drive-in; John Tetlow, Braintree Theatre; Robert Duffy, Norwalk Ct. Drive-in; Lawrence Johnson, Castle, Providence; William Murphy, Webb, Wethersfield, Ct., and Bill Howard, Danbury, Ct. Drive-in.

DAR Reviews 1
Rates 31 'Famil

From THE DAILY Bureau

WASHINGTON, April 21. the 193 films reviewed over month period by the Motion P Committee of the Daughters o American Revolution, only 31 rated for family viewing, Mrs. ward J. Reilly reported to the a congress of the DAR. Sixty-one were called suitable for adults

Mrs. Reilly said that her com feels that "one of its most imp functions is to alert" the DAR bership "to the content of ever released for commercial showi publishes "The DAR Motion F Reviews" monthly, trying to gi objective report of the conten from this a suggested audienc ticipation." Mrs. Reilly asserte the group does not "attempt as censors" since that would a free choice.

New York First, Georgia Sec

The DAR review has 1,76 scribers among schools, public ries, and members. This is a cent increase. Biggest number c scribers is in New York State Georgia a close second.

Mrs. Reilly urged the DAR that each chapter, using the publication "as a guidepost" report at each meeting of the attractions of their local theatr noted that 29 states now do many of their chapters, and the 12 months ending March 1 there had been 400 full progra 67 partial programs on motic tures at meetings held by 1067 ters. That is about half the po Mrs. Reilly says. She notes t DAR members serve on Bette Councils in 22 states, "a which should be increased." I tion, 28 states reported effort b chapters to promote good programs for children.

'Moral Climate' Stressec

According to Mrs. Reilly, th is interested in films since one most important aspects of the of youth is "the moral climate i they mature." She observes tha people constitute more than motion picture audience, ar "the motion picture theatre the most popular rendezvous aged couples." Use of the D views will give the organ membership "the opportunity the quality of a film before in their own communities."

Among its activities, the D tion picture committee sent films suitable for the organ meetings and for schools to th of local DAR groups. Films fi list were used in 340 school a chapter programs. Progra other DAR committees us listed films.

Prizes for promotional of i use of DAR motion picture have been awarded to Rhod Wyoming, and Delaware.

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

, NO. 79 NEW YORK, U.S.A., MONDAY, APRIL 25, 1960 TEN CENTS

'ORIAL

's Opportunity

By Sherwin Kane

the American Congress of
bitors convening here to-
t and tomorrow an oppor-
provided to take a helpful
the direction of conservation
ct, which was in short sup-
before the major studios
sed on March 7 by the Screen
uild strike, with all too little
of production again attain-
al volume for some time to

opportunity is in the area
ng its leadership to discour-
ole featuring in those all too-
s areas in which it persists,
blishing in its place the one-
ndard, healthy and profitable
ning policy of selected short
and at least one full news-
upport of a solid feature at-

•

executive committee is
d to hear a presentation by
. Stratton, chairman of the
Picture Association's news-
mittee, which will be in the
of a reminder of the many
the newsreels perform for
stry, the public relations con-
s they are continually mak-
e benefit of exhibition as well
branches of the industry,
but by no means least, their
ng claim to a place on any
program.
eels are as welcome to thea-
nces today as they ever were.
not TV so much as double
and exhibitor self-delusion
laced the reels from so many
programs.

•

eeds but to remark the mount-
ulation of picture magazines,
d for the most part to spot
d features, and the undimin-
opularity of weekly news
and topical reviews of all
s to obtain proof that TV has
laced any of the news and

Continued on page 3)

Industry 'Oscar' Promotion Is Called Top Coverage for Any Single Project

The industry promotion campaign for the 1960 Academy Awards presentation program on April 4 involved what was perhaps the greatest coverage ever afforded any single project, Si Seadler, chairman of the Motion Picture Association's advertising - publicity directors committee told trade press representatives on Friday.

Members of the advertising - publicity committee were hosts for the

(*Continued on page* 6)

S. G. Holds Government 'Has No Case' in TV Suit

Screen Gems' television sales policies before and after a special memo was issued to salesmen four years ago, redirecting their pattern, provoked considerable controversy Friday in New York Federal Court where six film and TV companies are on trial for allegedly "block-booking" their pictures to television.

Screen Gems called as a defense

(*Continued on page* 5)

SDG, AMPP to Meet Wed.; Progress Seen

From THE DAILY Bureau

HOLLYWOOD, April 24.—Negotiators for the Screen Directors Guild and the Association of Motion Picture Producers will meet again on Wednesday. This will follow a session held last Thursday night at the directors headquarters.

Although no statement was issued by either side on results of Thursday's meeting, sources close to the bargainers indicated progress was made.

Redstone Suit Settled With Clearance Change

Special to THE DAILY

BOSTON, April 24.—An anti-trust case was settled after five days of trial in the Federal District Court at Washington, D. C., filed by Redstone Drive-in Theatres Corp. against the major film companies with the exception of Paramount and Buena Vista. No

(*Continued on page* 4)

Picketing at Woods Permanently Enjoined

Special to THE DAILY

CHICAGO, April 24.—Picketing of the Woods Theatre by Local Two of the Stage Hands Union was permanently enjoined late last week by U.S. District Court Judge J. J. Hoffman.

The court order will remain in effect

(*Continued on page* 2)

Film Supply Action

New Film, Pay-TV Alliances Worry ACE

To Study Reports 2 Majors Weigh Deals with Skiatron

S. H. Fabian

Trade reports that two of the major production - distribution companies are considering buying into the Skiatron pay - TV system are being accepted with the gravest concern by the nation's exhibition leaders who will examine the situation exhaustively at a dinner meeting here tonight of the executive committee of the American Congress of Exhibitors, of which S. H. Fabian is chairman.

Any film company alliance with Skiatron would constitute a third pay-TV innovation, all of which would be almost wholly dependent on theatri-

(*Continued on page* 3)

TOA Urges Support of Quigley Merchandising Conferences; Calls Them 'Unequalled Opportunity'

Exhibitors are once more urged to support the upcoming Merchandising Conferences of "Motion Picture Herald" in a reminder in the current Bulletin of Theatre Owners of America. The Conferences, which are fourth in a series, will be held in New York May 18, 19 and 20.

TOA comments, "The conferences have been successful in the past because an increasing number of independent exhibitors and circuit officials are realizing this is an unequalled opportunity to see and plan the handling of important pictures.

"We would again, as we have in the past, urge theatremen to attend the May conferences, and particularly to have their advertising men there. The Quigley Publications are conducting the conferences as an industry service, and this is one which merits exhibitor support."

Para. Sales Meet Will Stress Three Themes

From THE DAILY Bureau

HOLLYWOOD, April 24. — Three major themes—the company's augmented production - distribution program, the development of new star personalities and expanded national promotion—will be underscored at Paramount Pictures' first national sales convention in ten years, which will be convened here tomorrow un-

(*Continued on page* 2)

TELEVISION TODAY—page 5

Pathé LABORATORIES, INC.
NEW YORK AND HOLLYWOOD
• • • •
Complete facilities for every film need in black and white or color

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his associates, BERNARD LEVY and AL SICIGNANO, are in Detroit today from New York.

•

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager, and sales director for "Spartacus," and JEFF LIVINGSTON, executive coordinator of sales and advertising, returned to New York at the weekend from the Coast.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, left New York over the weekend for San Francisco.

•

WOODROW R. PRAUGHT, president of United Detroit Theatres, has returned to Detroit from New York.

•

DICK SCHNEIDER, NBC-TV director, will leave New York by plane today for London, where he will direct the network's coverage of Princess Margaret's wedding.

•

PAUL KAMEY, Universal Pictures Eastern publicity manager, returned to New York over the weekend from Hollywood.

•

FRANK CAPRA returned to New York at the weekend from Brazil, where he attended the dedication of that nation's new capital, Brasilia.

•

JANET KRUGER, booker's clerk at M-G-M in Minneapolis, will be married on Sept. 10 at Litchfield, Minn.

•

JAMES V. FREW, Southeastern division manager for Continental Distributing, Inc., has left Atlanta for Jacksonville.

•

LEE R. BOBKER and SEYMOUR WEISSMAN, of Vision Associates, will leave New York today for Detroit.

check with..... national screen service for the best in SPECIAL TRAILERS

Survey on Economics Of British Industry Set

From THE DAILY Bureau

LONDON, April 22 (By Air Mail). —Harold Wilson, labour member of Parliament and one-time president of the Board of Trade, is to conduct an inquiry into the economics of the film industry on behalf of the Federation of Film Unions. The inquiry will include those aspects of the television industry which affect production and the employment of members of the constituent unions of the Federation.

Wilson expects to submit an interim report before the end of the year and to spend more time on the problems disclosed over the next year or two. He will receive no fee or any other remuneration in connection with the inquiry. Individuals and organisations are invited to submit evidence on the subject to Wilson at the House of Commons.

Proposals Were Rejected

The Federation recently had its proposals for a joint meeting of all representatives of the film and television industries to seek an agreement on curtailing the number and frequency of showings of theatrical films on TV, rejected by the Five Trade Associations. Views were then expressed that "there was something not proper for a body representing employers to make common ground with a body representing employees on issues where threats of industrial action might be implemented."

Zenith Pictures Buys Film Rights to 'Mary'

Special to THE DAILY

DETROIT, April 24.—Motion picture rights to the stage play "Mary Had a Little" have been sold to Zenith Pictures, Inc., by writers Arthur Herzog, Jr., of this city; Muriel Herman of Van Nuys, Calif., and Al Rosen of Los Angeles, the original producer, to whom credit is also given.

The first run starred Edmund Lowe and Mary Brian. The farce ran in this country for two years, subsequently in Australia and England, later replaying in the United States.

No. Central Allied Board Meet to Plan Conclave

Special to THE DAILY

MINNEAPOLIS, April 24. — A meeting of the board of directors of North Central Allied Independent Theatre Owners has been scheduled for May 24 at the Radisson Hotel here, Frank Mantzke, president, announced.

The board, in addition to other business, will be asked to set a date and confirm plans for an annual membership meeting and convention of the organization.

Ingram-McEwen Bill Is Signed by Rockefeller

Special to THE DAILY

ALBANY, April 24. — Governor Nelson Rockefeller signed, without comment, the Ingram-McEwen bill. It amends section 767 of the penal law, to except from election frauds the payment of "cost of preparation and presentation of radio, television, motion pictures or any other means of mass communication, speeches, advertisements or personal appearances" as an inducement for attendance at the polls.

The quoted portion is new matter in the statute, which already covered a wide variety of materials and media exempted.

The measure, sponsored by Assemblyman Verner M. Ingram, St. Lawrence County Republican, and Senator Robert E. McEwen, Ogdensburg Republican, takes effect immediately.

It had undergone one minor textual amendment before passing the Assembly and going to the Senate, where there was substitution for the McEwen act, on third reading.

Msgr. Little Is Named to Pontifical Commission

Monsignor Thomas F. Little, executive secretary of the Legion of Decency, has been named a consultant to the Pontifical Commission for Motion Pictures, Radio and Television by Pope John XXIII.

Msgr. Little has been with the Legion of Decency since 1947 and took his present post as executive secretary in August, 1953. He was elevated to the rank of Papal Chamberlain by Pope Pius XII in 1955.

The Pontifical Commission, instituted under Pope Pius XII, has general supervision over the International Catholic Film Office under which the various national Catholic film activities function. The Commission recently was incorporated into the Vatican City Secretariat of State by Pope John.

Maryland Exhibitors Plan Three-Day Meet

Special to THE DAILY

BALTIMORE, April 24. — The Maryland Theatre Owners Association, an affiliate of the Theatre Owners of America, will hold its annual meeting at the George Washington Hotel in Ocean City, Md., on Tuesday, Wednesday and Thursday, June 28, 29 and 30, John G. Broumas, president of the MTOA, announced today.

Broumas said the three-day session will include forums, clinics and discussions of industry problems, product, showmanship, and theatre and concessions operations. It will conclude Thursday evening with a banquet. Broumas said the committees for the annual meeting would be announced shortly.

Para. Meet

(Continued from page

der the direction of George
vice-president in charge o
sales.

During the opening day
ferences, Weltner will focu
ular attention on Paramount
line-up for summer, which
two more releases than the
riod last year.

Jack Karp, vice-president i
of production, will discuss
the grooming of new star
The screen tests of Geraldi
set to co-star opposite Laure
vey in Hal Wallis' "Sum
Smoke," and Rod Lauren,
singing star making his drar
but in Wallis' "The Sons
Elder," will be shown to th
tives. Other newcomers discu
include Nancy Kwan, now pl
title role in Ray Stark's "Th
of Suzie Wong"; Bobby D
of the nation's top singing
ties; and Wallis protegees Jo
man, Barbara Lawson and
Hart, the latter recently cast
role in "Girls of Summer."

Jerome Pickman, vice-pre
charge of advertising, publi
exploitation, and Martin D
tion advertising, publicity an
tation manager, will outli
mount's expanded promotic
merchandising activities.

Picketing at Woo

(Continued from page

pending disposition of the di
tween the theatre and the u
the demand of the latter
theatre hire three stage hands
it does not have stage shows.
is in the hands of the Natio
Relations Board, which w
hearings today on the matte

Gala Handling Ph Distribution for F

From THE DAILY Bur

LONDON, April 24.—As a
an agreement between Gala
Films de France here, Gala
dle the physical distributio
Films de France's present a
product. With the increasin
of cinemas controlled by Gal
wider distribution pattern
available to both companies

Gala and Films de France,
retain their separate ident
remain independent of each
is stated.

WANTED
Executive Secretary for Motion
Company executive. Preferably wi
picture experience. Write stati
required.
BOX 425,
MOTION PICTURE DAIL
1270 Sixth Avenue, New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIr
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tin
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

ETTERS

) THE EDITOR

)R, MOTION PICTURE DAILY:

I congratulate you and the N PICTURE DAILY for your edi- entitled "A Goal for All," which ed in last Tuesday's edition. Its e that virtually all our industry ms would be solved if there sufficient product for theatres, hibitors were able to concen- neir full attention to selling this t, clearly reflected my views.

as been almost seven years since president of the Theatre Own- America. Back in 1953 and 1954 d see that the effects of film ny divorcement, rising costs, levision competition were erod- supply of pictures. More prod- as thus one of my major goals. oduction continued to drop in tervening years, more product e a standard aim of each TOA stration, and continues to be so

1 just as firmly convinced today was seven years ago, that Hol- l has the capacity and ability to e more pictures, and that a re- supply of screen fare is the key vival for exhibitors. I feel our ms of clearances, of availabili- film rental terms, of moderni- of our physical plants, of at- g more of our growing popula- ack to our theatres, would be solved if our theatres could head from month to month ng that a sufficient quantity of would be at their disposal.

o believe that most of our inter- y squabbles, particularly those ted by some people with per- axes to grind, would become nic and fall on deaf ears, if were sufficient product. Every- our industry would then be in etter position to turn full atten- the improved merchandising of lms.

in, may I say that your editorial r. Pinanski's comments echoed nking. Our major goals, for in- prosperity, must be more films etter merchandising — with a r eye always alert, of course, ting those other problems which rom time to time and pose a to our survival. This I know is goal, and one which will con- o have my full support.

WALTER READE, JR.
Oakhurst, N. J., April 21.

)R, MOTION PICTURE DAILY:

nk you so very much for your constructive column of April

ainly this touches the core of otion picture industry's princi- oblem and offers what seems to be the only answer, namely, pictures, as good as they can ably be made.

paucity of product causes in- ot alone at the individual level, a community-wide basis all he nation. It is distressing to hear would-be patrons tell us that they scanned the theatre pages, really intending to see a show, but were offered so little choice that they changed their minds. Time after time they would find the same picture playing day and date at 12 to 15 or more theatres. This, plus too lengthy engagements in the first-runs, deprives potential patrons of the opportunity to be movie-goers; and through this we are today making more converts to other pastimes than to our own business.

I am afraid that some "actuaries," instead of showmen, have invaded our business, and that these people have tried to apply a slide rule to the immeasurable commodity called entertainment and have unnecessarily frightened risk capital.

More pictures will make a profit for the producers if they make them right and if we sell them right. We're ready!

Every good wish.

MITCHELL WOLFSON,
Miami, Fla., April 21.

ACE Eyes Film, Pay-TV Links

(Continued from page 1)

cal motion pictures for programming.

Under way in Etobicoke, Ont., of course, is Paramount's wired Telemeter operation, and moving through Federal Communications Commission preliminary channels are applications under which RKO General and Zenith Radio hope to undertake a three-year over-the-air pay-TV experiment in Hartford, Conn.

A high executive of one of the two film companies mentioned in the reports of a Skiatron alliance told MOTION PICTURE DAILY that his company had gone into the Skiatron possibilities carefully over a long period of time and had about concluded that financial considerations made remote any immediate possibilities of a deal.

Company Comment Lacking

Responsible executives of the second company involved in the Skiatron report either could not be reached or declined to comment.

Skiatron's stock has been suspended from trading on the American Exchange for several months by the Securities and Exchange Commission because of alleged irregularities in sales of the stock without SEC registration. The next SEC hearing on the matter is scheduled for Thursday in Washington. James Landis, Skiatron attorney, stated in the early stages of the SEC hearings that the suspension of trading in the stock prejudiced Skiatron negotiations with a major film company for substantial financing of its pay-TV system.

Denies Intention of Dealing

However, the company understood to have been negotiating told M. P. DAILY at the time that it had no intention of entering into a deal with Skiatron.

Trade circles, however, believe that if the Paramount and RKO General pay-TV operations appear to be promising, two or three other companies may almost certainly be expected to establish connections with some other pay-TV systems.

Telemeter's first report on approximately the first six weeks of operation in Etobicoke has been distributed to most film companies and shows good but inconclusive demand for the programs offered, according to reports. Fewer than 2,000 homes are said to be covered by the report, copies of which are said to be available to ACE for discussion at its meetings here tonight and tomorrow.

The product shortage is another subject that will command major attention at the ACE meetings, with reports circulating that exhibitor efforts to devise financing and guaranteed playing time plans for new and increased production, on which committees have been working for many months, may be ready to be announced.

Other Problems to Be Faced

Other subjects which ACE committees will examine include industry research and industry-government relations, as well as a variety of other topics. All ACE committees will meet individually tomorrow morning, then collectively in the afternoon. The executive committee will meet again on Wednesday, if necessary.

Favorite Films Opens New Offices on Coast

From THE DAILY Bureau

HOLLYWOOD, April 24. — Film row turned out on Friday for a party marking the official opening of new and larger headquarters of Favorite Films of California, hosted by its president, Newton P. "Red" Jacobs. Located at 1918 So. Vermont, the site was formerly occupied by the United Artists exchange.

The first formal meeting of Jacobs' home office and field staff from the San Francisco and Seattle-Portland branches was concluded last week, following discussions on campaigns for American - International films distributed by Favorite.

'Can-Can' for Detroit

DETROIT, April 24. — "Can-Can" has been set for United Detroit's Madison opening around May 25. Over $100,000 is being spent in preparation for the new roadshow policy, including a super-curved screen 70mm Bauer projectors seating unique in appearance and a reserved-seat box-office area.

Policy will be 10 reserved performances weekly.

'Song' Concert Tonight

Three young professional American pianists will compete tonight, Monday, April 25, at 8:30 P.M., at the Town Hall in New York, in the first Franz Liszt Piano Competition inspired by William Goetz' "Song Without End," a Columbia release.

EDITORIAL

(Continued from page 1)

feature media, printed or pictorial, in the public's favor.

There is no question that a good and profitable market remains for both newsreels and short subjects. These, accompanying almost any of today's better quality features, can be made to provide a well-rounded program, popular and profitable, in place of double bills.

This will not only help conserve available product until the supply is appreciably increased, as inevitably it must be, but also will help insure the future of the industry's three remaining newsreels (where once there were five).

If exhibitors do not avail themselves of that well-balanced, economical programming, they stand to lose that source of film supply also.

For the good of the cause which ACE represents, it should not only listen well to Stratton's presentation but should see to it that it is affirmatively acted upon.

See Bicks' Nomination As Anti-Trust Head

Special to THE DAILY

WASHINGTON, April 24. — Robert A. Bicks, acting head of the Justice Department's anti-trust division for the past year, is expected to be named head of the division by President Eisenhower in the near future, it is being reported here.

In the past few days the Department of Justice has checked with New York Senators to ascertain their attitude on the appointment. New York is Bicks' home state. The checking is a routine preliminary to formal submission of a nomination to the Senate for confirmation.

Bicks has addressed Theatre Owners of America annual conventions and has been consulted with by exhibitor organization officials on the possibilities of certain changes in the industry consent decree.

Theatre to Test Censor Ordinance in Portland

Special to THE DAILY

PORTLAND, Ore., April 24.—The Guild Theatre here has decided to test the constitutionality of the city's municipal film censorship ordinance.

Nancy Welch, manager of the theatre, said that the constitutionality of the ordinance will be challenged in an action to be filed initially in Municipal Court here. A demurrer will contend the ordinance violates both Federal and state constitutions.

The theatre's action follows a ban on its exhibition of the French film, "The Lovers," after two city detectives ruled it was in violation of the city's censorship ordinance.

$21,319 for Globe Film

First week gross of the French film, "No Morals," at the Globe Theatre here was $21,319, William Mishkin, distributor of the film, reported.

Wage Bill Pattern Shapes Up Slowly

From THE DAILY Bureau

WASHINGTON, April 24. – Timing of a compromise wage bill is becoming clearer, though its scope remains in doubt. Rep. Roosevelt (D., Calif.), sponsor of the most far-reaching measure proposed in the House, says that he hopes subcommittee hearings will end by mid-May, and that he hopes the full committee will be able to report a minimum wage measure to the House by June 1.

This is believed to be an optimistic timetable. Though the House leadership is disposed to bring out a wage bill fairly quickly, there is a chance that it might be delayed in the rules committee, which schedules bills for floor action.

Senate Could Act First

In the meantime, the Senate may act on a wage bill. The labor committee at the weekend had not scheduled any meetings to consider the measure during the week of April 25. But one could be called on 24 hours notice. Staff work on the bill is understood to have been productive.

Conceivably, the Senate committee –and the Senate itself–might act before the House. This would put a bill directly before the House–possibly a more liberal one than will emerge from the House committee, since the Kennedy (D., Mass.) bill is of even broader scope than the Roosevelt bill.

The shape of the compromise that will have to be worked out is difficult to discern. Rep. Roosevelt has said that he will go along with a gradual rise to $1.25 an hour minimum pay and that fewer than the 8,000,000 new workers his bill would cover will be blanketed by the final draft.

WGAW Meeting May 19 To Elect 8 to Board

From THE DAILY Bureau

HOLLYWOOD, April 24.—Election of new board members will highlight the annual membership meeting of the Writers Guild of America, West, scheduled for May 19 at the Beverly Hills Hotel. The meeting will be primarily for the purpose of counting ballots for the election of four new board members of the screen branch and four board members of the television-radio branch. Ballots were mailed to the members on Friday.

Palace Books 'Rutledge'

"Sergeant Rutledge," John Ford's new production for Warner Brothers, will have its New York premiere at the RKO Palace Theatre late this spring.

Redstone Suit

(*Continued from page 1*)

money was involved in the settlement, but the Redstone circuit received the desired relief in clearances which it had asked for.

The suit involved the Lehigh Drive-in, Church Falls, Va., which had asked for 14 days after downtown Washington instead of the current 21 days, matching the same run as two indoor theatres in Alexandria, Va., the Virginia and the Richmond, both operated by the Alexandria Amusement Company. Attorneys for the Redstone were Sumner Redstone, who, with his father Michael and his brother Edward, is an officer in the company, and Robert Sher of Washington. Attorney for the film companies was John Caskey of Washington and New York.

Miss Stanwyck to TV

The Alberto-Culver Company will sponsor the new "Barbara Stanwyck Theatre" drama series on NBC-TV beginning in the fall, it was announced by Don Durgin, vice-president, NBC Television Network Sales. The filmed series, scheduled for Mondays (10 to 10:30 P.M., NYT), will present Barbara Stanwyck as hostess and star, with well-known Hollywood personalities in supporting roles.

Shapiro-Henning S
Acquired by Unive

From THE DAILY Burea

HOLLYWOOD, April 24.–
sal-International has acquired
Come Back," original screenp
Stanley Shapiro and Paul Hen
has been announced by Edwar
Universal vice-president in ch
production.

Shapiro who, with Maurice
won this year's Academy Aw
the screenplay of "Pillow Tal
produce the picture, with Rob
thur serving as executive p
Arthur and Shapiro were assoc
producer and writer, respecti
the Granart production, "O
Petticoat," one of U-I's top gr

Fee Said to Be Very Lar

Irving Paul Lazar handled
tions for Shapiro and Hennir
received an undisclosed sum
into six figures, one of highes
U-I has paid for an original
play.

'Mouse' Gross $272

"The Mouse That Roared"
a six-month run yesterday at th
Theatre here. The Highroad
tion for Columbia Pictures rel
ished the record-breaking enga
with a total gross of $272,000,
nomenal" figure for the 450-se
Theatre, Columbia said.

UNIVERSAL'S
HOTTER-THAN-SUMMER
BLOCK BUSTER

LANA TURNER · ANTHONY QUINN · SANDRA D
CO-STARRING
LLOYD NOLAN · RAY WALSTON · VIRGINIA GREY
ANNA MAY WONG · AND ALSO STARRING RICHARD BASEH
as "Matthew Cabot"

Have Access to
mation: Stanton

rom THE DAILY Bureau

HINGTON, April 24. – Free- access to information that is y essential for the democratic life was labeled as the most portant problem that all jour- n America–the newspapers dcasting–has in common, by tanton, president of the Co- Broadcasting System, Inc., in ess before the American So- Newspaper Editors here Fri-

lom of the press was never d of as a luxury in this coun- nton said. "From the very gs, it was considered a n essential for a self-govern- ple."

tes Other Side of Coin

s opening remarks, Stanton assembled editors that he has ays found it easy to tell what lly bothering you." He re- the criticism by the press of on television. He pointed "some of the most righteous on (of violence) has come wspapers which assign whole f reporters to uxoricides of thermal qualities while dis- retty summarily of the latest nent proposal."

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WEDNESDAY's NBComo Show, an hour-long sight-seeing tour of London, was taped in cooperation with the BBC and seen as guests will be Dame Margot Fonteyn, prima ballerina of the Royal Ballet, Michael Somes, The Duke of Bedford, guilding a "Cook's Tour" of his ancestral estate, Woburn Hall, comedienne Fanella Fielding, Harry Secombe and pianist Russ Conway. Regulars Frank Gallop, Mitch Ayres, Ray Charles, Clark Jones, Henry Howard producer and assistant producer respectively, and choreographer Louis Da Pron accompanied Perry on the safari to the wilds of London. . . . A new situation-ABComedy series, "My Three Sons" co-starring Fred MacMurray and William Frawley, will bow into the Thursday 9:00-9:30 P.M., (EDST) in the Fall. . . . Under the personal supervision of Tony Termini, TVT has just shot a Video-taped pilot for a new half hour series titled, "Life Begins At 40," with N.Y. Journal-American Columnist Robert Peterson, host and narrator. Peterson will interview retired and elderly citizens who have started new and successful enterprises during their "retirement." . . . Leslie Nielsen (Walt Disney's "Swamp Fox) has just been honored by the Children of the American Revolution, with the radio-TV award. (The group is the natural offspring of the D.A.R.) . . . Seems to us we just mentioned something about people in retirement. Hence this timely and interesting item from Milt Robertson rates a line. About a year ago, John Gambling, after 35 years on WOR, retired with J. G. junior taking over (and doing a fine job incidentally). Gambling senior took up the raising of flowers as a hobby and the nursery developed so successfully that he's expanded the enterprise and now has bought time on Gambling Junior's program. Starting next Saturday morning a series of taped commercials, voiced by John B. Gambling will be heard on John A. Gambling's programs. . . .

Screen Gems

(Continued from page 1)

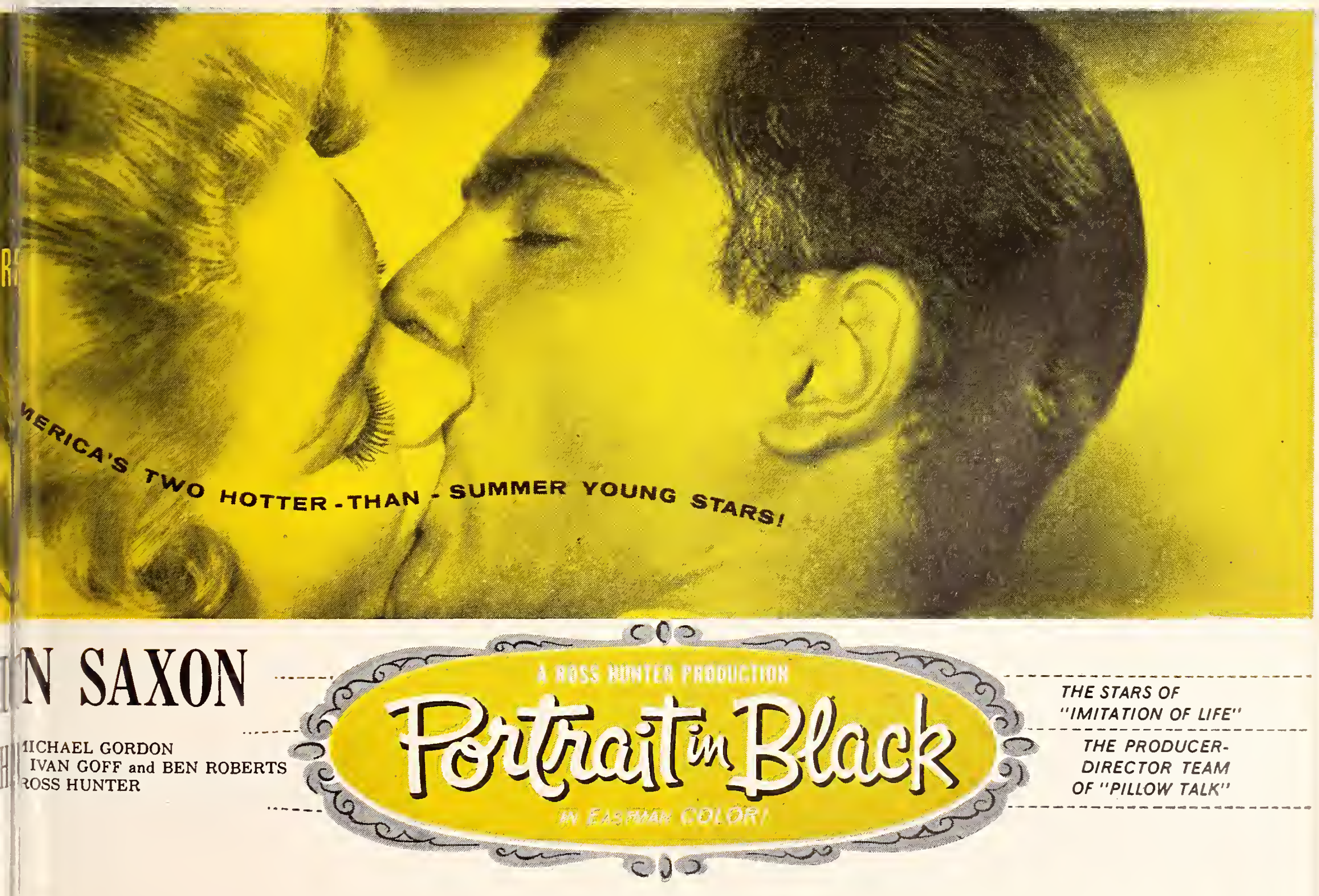
witness Burt Hanft, vice-president and former business manager, who testified that after he read a published report to the effect that his salesmen were allegedly selling pictures to TV stations in large lots, he issued a memo ordering them to cease sales contrary to established company policy. The memo was dated March 13, 1956, and the defense contended that because Hanft's orders were followed, the government had no case, because it charges Screen Gems with illegal practices dating from 1957.

TV Stations Complained

During cross-examination by Leonard Posner, government trial attorney, it was brought out that the government received complaints from TV stations which said Screen Gems was selling packages containing a minimum of 26 films after Hanft's memo was distributed. The government further contended that Screen Gems did not establish prices for individual films but only for pictures in bulk lots.

Defendants Total Seven

Besides Screen Gems, on trial for allegedly violating anti-trust laws are C & C Super Corp., United Artists, Loew's, Inc. (M-G-M), National Telefilm Associates and Associated Artists Productions.


MERICA'S TWO HOTTER-THAN-SUMMER YOUNG STARS!
N SAXON
ICHAEL GORDON
IVAN GOFF and BEN ROBERTS
OSS HUNTER
A ROSS HUNTER PRODUCTION
Portrait in Black
IN EASTMAN COLOR!
THE STARS OF "IMITATION OF LIFE"
THE PRODUCER-DIRECTOR TEAM OF "PILLOW TALK"

PEOPLE

Billy Wilder has been honored by *Curitaba*, Brazilian newspaper, as "Best Motion Picture Director of 1959" for his work on "Witness for the Prosecution." A trophy symbolizing the award is on its way to Hollywood.

☐

Clifford Wells, formerly with Standard Oil Co. of Indiana and Ideal Pictures, has joined Modern Talking Picture Service, distributor of public relations films, as an account executive.

☐

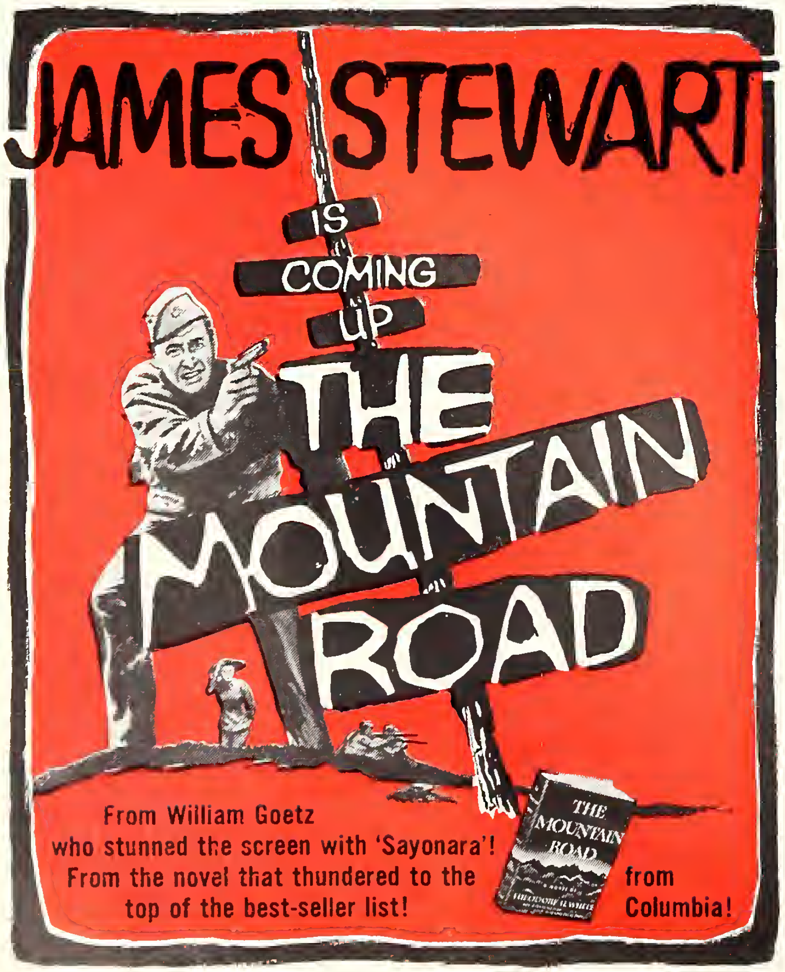
Richard Conn, 18-year-old accordion player and tap-dancer from Coatesville, Pa., has won the first Radio City Music Hall Award of Merit, made this year. It will assure a professional appearance for the youth as part of the Music Hall's next stage spectacle.

☐

Ernest Lehman, author of the screen play for M-G-M's "North by Northwest," last week received the annual "Edgar" award of the Mystery Writers of America for the best mystery motion picture of 1959. Presentation of the award—a bust of Edgar Allen Poe—was made at the Manger Vanderbilt Hotel here. **Ben Hecht** was the keynote speaker. Runners-up in the film category were "Compulsion" and "Anatomy of a Murder."

☐

Charlton Heston on Friday received from Goodwill Industries a special award of merit for the actor's contribution in the making of a film for the national charity organization. The award, presented in Washington, was accepted for Heston by **Marvin Levy**, of the M-G-M home office advertising and publicity department.


JAMES STEWART
IS
COMING
UP
THE MOUNTAIN ROAD
From William Goetz
who stunned the screen with 'Sayonara'!
From the novel that thundered to the
top of the best-seller list!
THE MOUNTAIN ROAD
from
Columbia!

'Oscar' Drive Is Called Tops

(*Continued from page 1*)

occasion at a buffet luncheon at MPAA headquarters here at which a comprehensive sampling of the nationwide coverage of the event in all media and publicity abroad in addition were exhibited.

Recalls McWilliams' Work

The occasion also served to recognize the role played in the promotion campaign by Harry K. McWilliams, coordinator, who was presented with an engraved citation by the ad-publicity committee. McWilliams, who has been appointed publicity coordinator for the Samuel Bronston production "King of Kings," left for Spain by plane shortly after the meeting to assume his new post at one of the production scenes.

Seadler noted, however, that the successful promotion campaign was "not a one man job but, rather, the result of magnificent team work on the part of many."

"It was a thrilling demonstration," he said, "of what the industry can accomplish when it unites on anything."

He noted that National Screen Service, which handled distribution of the "Oscar" show promotion kits to exhibitors, had reported that over 4,000 showmen ordered kits, compared with 2,400 the year before.

National Screen, which has cooperated in similar manner in virtually all industrywide campaigns over the years, described it as the greatest number of exhibitors which have ever worked together on any comparable project, Seadler reported.

Lauds Trade Press

He also expressed the committee's appreciation for trade press cooperation, and mentioned the following as having played important roles in the promotion campaign:

Taylor Mills, MPAA information director; Phil Gerard, for publicity direction; Martin Davis, advertising; Rodney Bush, exploitation; Robert Ferguson, radio and TV cooperation; Roger Lewis and Jerry Pickman, administrative assistance; West Coast committee members; the NBC-TV and Radio press departments; Compo headquarters and field publicity organization; theatre managers; field exploitation men, and film salesmen under the direction of the MPAA national distributors committee, James Velde, chairman.

MPA Appropriated $50,000

McWilliams noted that the total cost to the industry of the promotion campaign was MPAA's appropriation of $50,000, of which $32,000 was spent to buy network spot announcements calling attention to the "Oscar" awards program.

Result of the combined endeavors, as previously reported, was the largest listening audience ever to see any TV program. The 24-market Nielsen rating reported that the program at its peak gained over 90 per cent of all the sets that were turned on at that time, an occurrence unprecedented in Nielsen rating service experience.

'Porgy' Big in Germany

Samuel Goldwyn's "Porgy and Bess" is a "smash" success in its premiere engagement at the Royal Palast, Munich, Germany, Columbia reported at the weekend. Topping opening week, it rolled up 40 per cent higher grosses for the second week, the company said. The film also set a new box-office record at the Gloria Palast, Stuttgart, Germany, its second European, Todd-AO, roadshow engagement, which opened April 12. First week receipts broke the all-time high records of previous pictures—as a result of the ovation from the press and the tremendous public response.

REVIEW:

Private Property

Kana Prod.—Citation Films

HOLLYWOOD,

Here is a daring, suspensef
ing drama of Sex, destined
house buildup, and becaus
nature and treatment of its
suited only for careful exhi
mature audiences.

Its magnetic force is gene
two opposites, one a beauty,
a beast, drawn together by a
hunger for love. Kate Manx,
esque, talented, blonde new
the screen, portraying the
wife of an ambitious insur
ecutive, becomes the symbol
tration in her fruitless attem
tract his physical attention
displays more interest in his
acumen.

Corey Allen can count on
as a springboard to an impo
career. He enacts the role of
blade drifter, who falls vict
own cunning. In an attempt t
a woman for his coarse co
played effectively with sy
interpretation by Warren Oat
becomes emotionally involv
discovers sincerity and co
from a beautiful woman in re
his guile.

Making their debut as a
duction team, producer Sta
bert and screenwriter Leslie
who proves his ability as a
with this film, will have H
gaping in wonderment at
were able to produce such
tive film at a modest budget.

The Stevens story and s
establishes the terrifying cha
Allen and his companion as t
Jerome Cowan to give them
pursue a sport car driven
Manx, after Allen brags to h
buddy that he will get him a

Stealing into an unoccupi
next to Miss Manx's home,
able to spy and gather suf
formation about her and her
to develop his plan of in
himself as a gardener in s
work. Playing on her symp
capitalizing on the knowledg
frustrations, Allen gets he
arouses her romantic desires
to make good his pact wi
while suffering pangs of
desire.

Oates, left alone with the f
victim threatens her with a
blade if she discloses his in
make love to a woman. Alle
ing Miss Manx allowed hers
taken by Oates, flies into
rage and kills Oates as they
a swimming pool, and eng
switchblade fight underwater

Robert Wark, Miss Manx's
returns from a business trip i
have his wife assist him i
Allen.

The film will be distributed
tories outside of the United
NTA, with Citation Films
domestic distribution.

Running time, 79 minutes
classification. Release, in Apr

SAMUEL

WELCO
ABOAR
YOUR AMERICAN

ke it a twosome! Now every Monday n through Thursday noon, your wife can vith you on American for just two-thirds irst class fare. From Los Angeles Amer- Airlines offers you 707 Jet Flagship flights: 4 nonstops to New York, 4 to Chicago, 2 to Washington-Baltimore, 3 to Dallas-Ft. Worth, also nonstop to Boston. Fly de luxe Mercury or economical Royal Coachman service. Call your Travel Agent or . . .

ALL AMERICAN AIRLINES

'S LEADING AIRLINE

HOW?
with TRAILERS... that's how!
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

, NO. 80 NEW YORK, U.S.A., TUESDAY, APRIL 26, 1960 TEN CENTS

V Rights

O to Pay ,120,000 r 70 Films

with British Lion gest Yet for Group

By WILLIAM PAY

ON, April 25. – Publication day by the Film Industry De- rganisation of a comprehen- tement of its acquisition of ts in order to stem the flow re films to television, will re- ails of the Organisation's deal e government-owned British mpany.

this arrangement £400,000

Continued on page 2)

Are Most Creative , Montgomery Finds

n pictures offer more oppor- or independent creation and on than any other entertain- ld, according to Robert Mont- who, with "The Gallant a Cagney-Montgomery pro- for United Artists release next is participating in a film for time since 1949.

al elimination of large cor- structures in the industry is responsible for his return to

Continued on page 3)

Court to Review Law' Restrictions

rom THE DAILY Bureau

HINGTON, April 25.—The Su- Court has agreed to review the bility of three states' "blue which restrict business activity ndays. States concerned are d, Massachusetts and Pennsyl-

e Supreme Court should over- "blue laws," it would appar- ecome impossible to enforce strictions on film exhibition or business dealings on Sunday. es at issue do not involve films il trade.

ISION TODAY—page 6

Allied Artists National Sales Meet Slated for Chicago; First Since 1956

Allied Artists domestic and Canadian division and branch managers will meet with key executives of the company from the West Coast studio and New York in a three-day sales convention at the Sheraton Blackstone Hotel, Chicago, starting Friday.

Steve Broidy

It will be the first convention of representatives from all of the company's branches to be held since 1956. Steve Broidy, A-A president, will outline production plans and describe forthcoming releases for the sales executives, and Morey Goldstein, vice-president and general sales manager, will discuss sales policies.

Attending the meeting from here

(*Continued on page 8*)

'World' Is First Fox Film at Warner Here

"The Lost World," Irwin Allen's first production for 20th Century-Fox will have its world premiere on July 13 at the Warner Theatre here, it was jointly announced yesterday by Abe Dickstein, 20th New York branch manager and Sam Rosen, vice-president of Stanley-Warner Corp. Based on Sir Arthur Conan-Doyle's novel, the Cinema-Scope-DeLuxe color production stars Michael Rennie, Fernando Lamas, Jill St. John, David Hedison and Claude Rains.

The picture will be the first 20th-Fox film to play the Warner Theatre. The premiere will be an invitational affair, pre-sold by a huge all-media exploitational campaign.

German Bishop Scores 'Low Level' of Films

Special to THE DAILY

ESSEN, Germany, April 23. (By Air Mail)—A Catholic bishop expressed concern over the "frightfully low and constantly sinking level of film production in Germany" at the annual Catholic film convention here. Bishop Karl J. Leiprecht of Rottenburg, film adviser for the Fulda Episcopal conference, asked whether low-

(*Continued on page 8*)

Balaban Will Welcome Para. Sales Heads Today

From THE DAILY Bureau

HOLLYWOOD, April 25.—A giant sound stage has been converted into a convention hall at the Paramount Studio for a three-day sales conclave which gets underway tomorrow. The national conference, to be directed by George Weltner, vice-president in charge of world sales, is the company's first at the studio in ten years.

Barney Balaban, president of Paramount Pictures, who arrived here from New York tonight, will deliver a wel-

(*Continued on page 8*)

REVIEW:

Pay or Die

Allied Artists

HOLLYWOOD, April 25

THE LAST THREE years in the life of Joseph Petrosino (1906-1909), famous head of a detective squad in New York's "Little Italy" sector, who died a martyr to prove the existence in this country of a link with the infamous Mafia in Sicily, in brought to the screen in a classic treatment. Its rare combination of outstanding performances; suspenseful though violent action; heart-warming situations in an intriguing, documented screenplay; and tremendous street scenes of the perod authenticated by

(*Continued on page 8*)

Early in May

Plan Further Talks by Units Of ACE-MPAA

About 60 at Today's Meet; Delay Newsreel Session

Arrangements for a resumption of meetings between the American Congress of Exhibitors and the company presidents on the Motion Picture Association of America's exhibitor relations committee are scheduled to be made during the current series of ACE meetings here.

Indications are a date for a meeting will be arranged for early in May to take up a wide variety of exhibitor-distributor subjects. The meeting will be the first between the ACE executive committee and the company presidents in about six months. Those planned for earlier in the year were cancelled because of the need for company presidents to attend negotiating sessions with Hollywood

(*Continued on page 2*)

20th-Fox 1959 Earnings Reported at $4,163,135

Consolidated earnings of $4,163,135 for the year (52 weeks) ended Dec. 26, 1959, have been reported by 20th Century-Fox. This figure includes a gain of $1,830,000 under a contract to sell certain of the studio properties, less assumed Federal capital gain tax of $610,000.

The $4,163,135 figure amounts to $1.78 per share on the 2,338,536 shares of common in the hands of the public, as compared with earnings for

(*Continued on page 8*)

Judge Warns Against Perjury in TV Case

A conflict between testimony given by a defense witness and several TV station executives called by the prosecution earlier in the case yesterday caused Judge Archie O. Dawson to warn both sides against perjury in the government's "block-booking" case against six film and television companies.

Judge Dawson interrupted question-

(*Continued on page 6*)

PERSONAL MENTION

MAX E. YOUNGSTEIN, vice-president of United Artists, will return to the Coast tomorrow from New York.

•

JULES LIVINGSTON, Columbia Pictures branch manager in Cleveland, will leave there next Monday for Washington.

•

JOSEPH WOHL, president of International Film Distributors, Inc., and **CHARLES ROSENBLATT**, vice-president, will leave here on Thursday for Panama.

•

HARRY GOLDSTONE, Astor Pictures general sales manager, will leave New York today for Miami, Jacksonville and Atlanta.

•

JOHN COLLINS, of Continental Distributing, Inc., will leave New York today for Boston.

•

HENRY HORSTEMEIER, independent buying-booking agent of Cleveland, on Wednesday will join with **MRS. HORSTEMIER** to celebrate their 25th wedding anniversary.

•

GINA LOLLOBRIGIDA, **DR. MILKO SKOFIC**, her husband, and their child, **ANDREA**, who arrived in New York from Rome recently, have left here for Hollywood.

I.T.O. of Ohio Annual Convention Oct. 12-13

Special to THE DAILY

COLUMBUS, O., April 25.—The annual convention of ITO of Ohio will be held here Oct. 12 and 13, with a convention theme of business-building which will feature talks by industry authorities on equipment, advertising, concessions and theatre operation.

Marshall Fine, ITO of Ohio president, has appointed the following to a convention committee: Jack Armstrong, Park Belden, Chris Pfister, Sam Schultz, John Tender and Lou Wiethe.

Resolution Lauds Academy

The board of directors adopted a resolution complimenting the Academy of M.P. Arts and Sciences on this year's awards presentations program, asserting it had done a great deal of good for the industry generally and would have far-reaching effects from a public relations standpoint.

Member exhibitors were urged by Ken Prickett, ITO of Ohio executive secretary, to participate in local spring "paint-up—clean-up" campaigns.

More MPA-ACE Talks Set

(*Continued from page* 1)

guilds and later because of the actors and writers strikes.

It was decided that the presentation which C. B. Stratton, chairman of the MPAA newsreel committee, was to make to the ACE meeting today in an endeavor to enlist better exhibitor support of newsreels, will be held over for the ACE-MPAA May meeting because of a crowded agenda for the current ACE meeting.

Large ACE in New York

About 60 members of the ACE executive committee and other working committees arrived in New York yesterday and went into session at a dinner meeting at the Park Sheraton Hotel here last night, which was still in progress at press time.

ACE's working committees will convene in individual sessions at the same hotel this morning, and again jointly this afternoon to make reports. If necessary, the executive committee will remain for a clean-up meeting tomorrow.

S. H. Fabian, ACE chairman, presided at the opening session last night. The meeting is concerned to an important extent with current and future developments in the subscription television field and with possible new sources of film supply and means of encouraging increased feature production.

Other Subjects on Agenda

Industry-government relations, particularly in the areas of obtaining Justice Department sanction for former affiliated circuits to go into film production while having pre-emptive rights to their own films, also looms large on the ACE agenda, as does Federal and state legislation affecting exhibition.

FIDO Will Pay

(*Continued from page* 1)

($1,200,000) will be paid by FIDO which is financed by an exhibitor levy, for the British TV rights of some 70 British Lion features. This is FIDO's biggest deal yet and the first with a major distributor here.

When FIDO came into existence 20 months ago the Rank Organisation and ABC, as controllers of the largest backlog of British films, agreed not only to withhold them from TV but to assist the industry further by not even offering them to FIDO for a minimum period of three years, so that its financial resources should not be strained. British Lion did not give a similar undertaking.

Wisc. Allied to Hold Annual Meet June 28-30

Special to THE DAILY

NEWARK, N. J., April 25. – The annual convention of Allied Theatre Owners of Wisconsin will be held at the Schwartz Hotel Resort, Elkhart Lake, Wisc., June 28 through 30, it is announced by Edward E. Honson, president. He appointed Don Perlewitz of the Parkway, Rainbow and Oasis Theatres as convention chairman.

The association held its convention at the resort two years ago, and it was the unanimous decision of the exhibitors for a return visit.

SE&T Suspended Anew

WASHINGTON, April 25.—Suspension of all trading in Skiatron Electronics has been continued through May 5, 1960, by the Securities and Exchange Commission.

Special Unit to Handle Promotion on 'Pepe'

A special unit will be set up to handle the worldwide promotion of "Pepe," a George Sidney International-Posa Films Internacional Production for Columbia Pictures release, it was announced yesterday by Jonas Rosenfield, Jr., Columbia's executive in charge of advertising and publicity, on his return from the film's Mexican location. He met there with producer-director George Sidney and associate producer Jacques Colman.

On the basis of these meetings, Rosenfield said, it was decided that the scope and boxoffice potential of "Pepe" warranted continued specialized handling through its worldwide distribution. The manner and time of release are still under discussion, he said. It will be one of Columbia's major releases of 1960-61.

DeMille Closed for 70mm Installation

The DeMille, Walter Reade theatre here, closed Sunday night for several weeks to complete the second phase of the renovating program announced last fell, Walter Reade, Jr., circuit president, said. Installation of 70mm projection and a completely new sound system will be completed during this period.

Also scheduled is the installation of a new air-conditioning system, a greatly enlarged and refurbished lobby and front, and two new side box-offices.

15 Shorts from WB

Warner Brothers is releasing 15 Technicolor short subjects during the spring season ending June 25.

Marcus Will Addre Film Council Meeti

Special to THE DAILY

MILWAUKEE, April 25.
Marcus, prominent exhibitor h
National Allied leader, will
opening day speaker at the
tion of Motion Picture Counci
conference to be held here
Hotel Pfister, May 4-5. The
Films Council of Milwaukee
will be the host council.

The title of Marcus's talk
"The Role of the Exhibitor i
tion to the industry and Hi
ence." A question and answe
will follow.

Mr. Valentine J. Wells,
Picture Commission of Mil
will welcome the Councils to
kee. On the second day a pa
cussion will be held on "wha
in Your Council."

At the anniversary awards
on May 5, presentation of the
awards will be given for the
ing: the best drama, comedy,
and family picture. Scrolls
accepted by representatives o
dustry.

Production Gradua Returns to Normal

From THE DAILY Burea

HOLLYWOOD, April 25.
duction activity is gradually
back to normal with four n
tures started this week, brin
total to 22 feature films curre
fore the cameras. One was co

Started were: "All in a
Work" (Hal Wallis' Tec
production for Paramount)
Great Impostor" (Universal -
tional); "Sunrise at Cam
(screen version of Dore
Broadway stage hit for
Bros., release); "Three Blo
His Life" (Golden Film Pro
Inc., Cinema Associates, Inc.,
an independent production).

Completed was: "One Foot
(20th Century-Fox productio

Mrs. Crumbly Dea

ATLANTA, April 25.—M
Crumbly, wife of the owne
Rochelle, Ga., theatre, died
lowing a long illness.

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-460
DORIS DAY • DAVID NIVE
"PLEASE DON'T EAT THE DAI
JANIS PAIGE • SPRING BYINGTON • RICHARD
FROM M-G-M IN CINEMASCOPE AND METROC
and THE MUSIC HALL'S GREAT EASTER STAGE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrc Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

ntgomery

Continued from page 1)

gomery told the trade press y at the UA home office here. detailed production and pro- facts on the $1,000,000 film Admiral William F. Halsey's at Guadalcanal in World War y is played by James Cagney ong with Montgomery, his on partner, will host the pre- t the Keith Theatre, Wash- on May 13, the eve of Armed Week.

gomery will kick off the drive rsday night when he appears Jack Paar TV show. He and will also appear on the Ed show May 15. Both men will rt in various key regional across the country.

aises Navy's Cooperation

ctly magnificent" cooperation e U.S. Navy and excellent at Metro-Goldwyn-Mayer's oast studios made his task nd stimulating, Montgomery e decided to produce and The Gallant Hours" because it od drama, colorful, and be- agney looks enough like Hal- e Halsey."

gomery's staff researched its for 18 months before shoot- an and also tape-recorded 20 f information about Halsey en who served with him. The r said Cagney performs "head oulders above anything he's fore in films, including George n in 'Yankee Doodle Dandy'."

Ias Date for Broadway

Gallant Hours," is Montgom- ly UA commitment. This fall produce on Broadway "The s Other Son," an original play rew McCullough. He is also ing for two film properties d he hoped Cagney would ne of them.

element in "The Gallant campaign is a national drive d by the U.S. Navy recruit- ice in 234 cities timed with openings. The drive is also ponsored by the Navy Infor- ervice and the Navy League urther linked with the Navy's Forces Week promotion pro-

cruiting Posters Planned

Navy has sent directives to 39 strict commanders to support gram with area exhibitors and l men. Special Navy posters displayed in all recruiting of- d 10,000 window cards are istributed to Navy offices, de- t stores and national retail Recruiting offices will use nd television spot announce-

gomery seemed pleased with rative technique he used in Gallant Hours," a technique audiences are more willing to today than 10 years ago." He producer's first obligation still s audience because the audi- never fails."

Bill Signed by Governor Ups Unemployment Pay

Special to THE DAILY

ALBANY, April 25.—Gov. Nelson Rockefeller today signed bills increasing the maximum weekly benefit rates for unemployment insurance from $45 to $50, the maximum weekly benefits under the Disability Benefits Law from $45 to $50, and the maximum weekly benefit for workmen's compensation from $45 to $50. The last-named measure also extends workmen's compensation to apply to employers of more than one employee.

A fourth bill approved by Rockefeller extends to an injured employee workmen's compensation benefits for the first seven days of his disability, where such disability endures beyond 28 days.

All four proposals were part of the social insurance program recommended to the legislature by the governor in his annual message.

Points to Hardships

In a memorandum on the Senate rules committee's hiking of the maximum unemployment insurance benefit, Rockefeller stated that "since the present maximum is limited to $45, unemployed workers whose weekly wage exceeded $90 are receiving unemployment benefits at less than half their weekly wage. The present maximum rate has adversely affected many workers suffering from the hazards of unemployment."

The bill, which also tightens provisions as to "disqualifications," will correct "abuses that over the years have crept into the program, resulting in the discrediting of one of the major and forward-looking social insurance programs enacted in New York state," Rockefeller wrote.

Aware of Controversy

In approving the legislation, the governor said "I am not unaware of the controversy it has provoked." On the one side "there are those who have opposed as wholly unnecessary the increase in maximum benefit rates; on the other, there are those who have attacked the new disqualification provisions as severe and undesirable."

"On the balance, the bill appears reasonable, will help restore public confidence in the integrity of the unemployment insurance program, and should be approved," Rockefeller concluded.

Rockefeller's message on the increase in maximum benefits under workmen's compensation pointed out that the present law provides an industrially - injured workmen shall receive two-thirds of his lost weekly wages, but the amount may not exceed $45.

'More Adequate Compensation'

"This means a workman who is earning more than $67.50 per week at the time of his injury does not receive benefits for any portion of his wage loss exceeding that amount. By increasing the maximum weekly benefit to $50, this bill will help provide more adequate compensation for a substantial number of workers in the state, Rockefeller commented.

'Daisies' Breaks a New Record at Music Hall

Continuing its record pace at Radio City Music Hall this past weekend, M-G-M's "Please Don't Eat the Daisies" did the biggest Saturday business in the history of the theatre with a box office gross of $38,680.

This topped the previous record-holder, "Operation Petticoat" which did $38,294 last December 19. "Daisies" also holds third place with the $38,111 it amassed on Saturday, April 16.

NAC Meetings Set in Toronto and Atlanta

Special to THE DAILY

CHICAGO, April 25.—National Association of Concessionaires regional meeting dates and locations for May were announced today by S. J. Papas, president of the National Association of Concessionaires. The next two meetings in 1960 will be held in Toronto, Canada, and Atlanta, Ga. There is a possibility of an eastern regional at a later date.

The next special sessions on concessions will be:

Canadian Regional—Westbury Hotel, Toronto, Monday, May 16, 9:30 A.M. with luncheon and meeting until 4:00 P.M., with a social hour immediately following. The chairman of the meeting is Syd Spiegel, Super-Pufft Popcorn Co., and the co-chairman is Jack Fitzgibbons, Jr., Theatre Confections, Ltd., both of Toronto.

Southeastern Meet May 30

Southeast Regional—Hotel Dinkler Plaza, Atlanta, Ga., Tuesday, May 31, 10:00 A.M. to 12:30 P.M. (In connection with the combined annual meeting of the Alabama Theatres Association and the Motion Picture Theatre Owners and Operators of Georgia and Tennessee). James O. Hoover, Martin Theatres of Georgia, Columbus, is the chairman of the concession clinic.

Newark Legion Agency Expands Its Service

Special to THE DAILY

NEWARK, N. J., April 25. – The Newark archdiocesan decency agency handled more than 2,500 telephone requests about the moral ratings of movies and plays during its first full year of operation. Callers can find out how the National Legion of Decency evaluated movies produced as far back as 1936. They can also obtain the moral ratings of stage plays presented in New York since 1945. Ratings of plays are taken from the *Sign*, monthly magazine published by the Passionist Fathers.

The telephone-answering service is conducted by the Newark Archdiocesan Office for Decent Literature and Decent Motion Pictures. Because of its success, the office has expanded its service. Volunteers now answer calls eight hours each day, except Sunday.

Clear Definition of Obscenity Is Urged

Special to THE DAILY

CHICAGO, April 25.—So many censorship problems stem from the lack of a clear-cut definition of obscenity that it would be highly desirable for the Supreme Court "to declare itself more explicitly on this point," Dan Lacy, managing director of American Book Publishers Council and board member of the American Civil Liberties Union, said in a speech here. He spoke at the 1960 biennial conference of ACLU held at the Hotel La Salle.

Lacy went back to the court's opinion in the Roth case: that the boundary of constitutional protection lies at the point at which any picture or form of words becomes part of a communication having "even the slightest redeeming social importance." This definition, according to Lacy, "is only collaterally linked to the definition of obscenity self."

Would Appeal to Constitution

Lacy suggested that the ACLU take the position that Federal, state or local authorities trying to enforce an obscenity statute that has the effect of punishing an idea having "even the slightest redeeming social importance" is an abridgement of the freedom of press and speech guaranteed by the First Amendment. He recommended that the union support appeals of defendants whose convictions offend the Constitution in this respect, and that it seek an opportunity of bringing a carefully selected test case before the Supreme Court in the specific hope of clarifying Justice Brennan's statement referring to obscenity as "utterly without redeeming social importance."

Draws Fine Distinction

It seems, Lacy said, that this statement sould be defined as asserting not that the presence of obscenity robs a communication of any "redeeming social importance," but rather that the presence of any redeeming social importance removes the communication from the category of the obscene; so formulated, this statement becomes an integral part of the definition of obscenity.

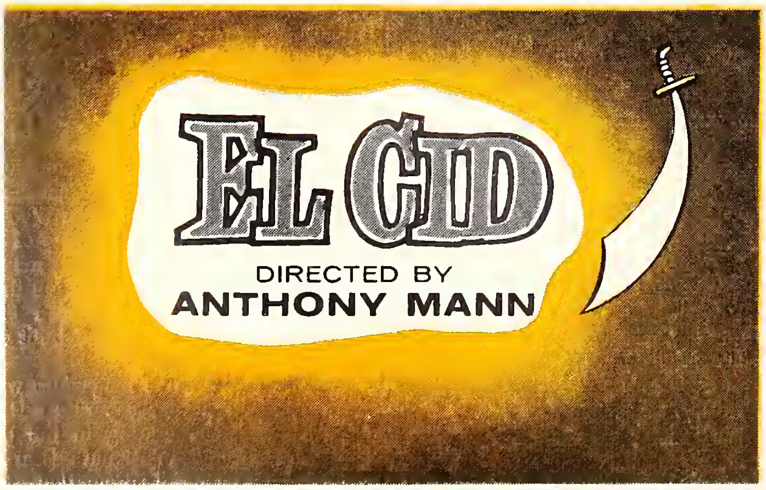
Magazine Ad Drive for 'Strangers' Is Underway

The tie-in campaign with 13 home building manufacturers for Columbia's "Stranger When We Meet," has begun with the placing of $500,000 worth of ads in leading magazines. The promotion is based on the manufacturers' participation in a $250,000 modern "dream house" built especially for the picture.

Some magazines will carry as many as four separate ads from companies cooperating in the promotion. Many more national ads are planned for the overall promotion. In addition, TV spot advertising is budgeted at $900,000 and radio spots at $600,000.

SAMUEL BRONSTON'S

AND FORTHCOMING PROD



DIRECTED BY
ANTHONY MANN

DON QUIXOTE

DIRECTED BY
HUGO FREGONESE

NOW IN PRODUCTION

Directed by NICHOLAS RAY

Screenplay by PHILIP YORDAN

BY **SAMUEL BRONSTON**

CARMEN

BASED ON THE STORY BY
PROSPER MERIMEE
MUSIC BY
BIZET

CAPTAIN KIDD

the greatest sea saga
of all times.

Judge Warns

(Continued from page 1)

ing in New York Federal Court of Ben Colmon, Eastern sales manager for Screen Gems. Colmon denied he had forced his customers to buy films they didn't want, after their statements were read from the trial record by Leonard Posner, Department of Justice anti-trust attorney. While he didn't flatly deny he "blocked-booked" stations in Washington, D. C., and Scranton Pa., Colmon qualified statements made in this regard by station executives.

Eliott Hyman, president of United Artists Associates, former called Associated Artists Productions, admitted during cross-examination that his company has since March, 1956, sold pictures from the Warner Brothers library in packages of 58 each. He also stated that AAP has recorded at least 100 sales of packages containing no less than 337 cartoons each.

An earlier witness for Screen Gems, salesman George Hankoff, said that during negotiations with stations in Baltimore and Salisbury, Md., he had not tried to sell any but "suggested" films.

Other defendants charged with violating anti-trust laws in sales of films to TV are United Artists, National Telefilm Associates, Loew's, Inc. (M-G-M) and C & C Super Corp.

Bob Hope Presented Human Relations Award

From THE DAILY Bureau

CLEVELAND, April 25. — Bob Hope returned to his home town to be honored by about 1,300 persons at a $50 a plate dinner Sunday in the Carter Hotel and to accept the national human relations award from the National Conference of Christians and Jews, sponsors of the event.

The approximately $50,000 raised will be used to promote the work of the conference in Cleveland. The silver scroll on ebony award, presented by Dr. Lewis Webster Jones, of New York, president, the National Conference, said: "To Bob Hope, he prizes the love of all men as the rarest of his many gifts."

Other speakers included Assistant Secretary of the Army Dewey Short and Max Youngstein, United Artists vice-president and motion picture chairman for Brotherhood Week.

Para. Unit Develops TV Editing Device

Paramount Television Prods., subsidiary of Paramount Pictures, has developed a device to simplify editing of magnetic video tape used to record TV pictures. Known as TVola, the electronic device is scheduled to be on the market in about six months.

Paramount says that the device can locate a specific picture frame within one minute, compared with 15 to 40 minutes with other apparatus, and said it can be adapted to the processing of tapes which record other types of information, such as computer data.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

BALLOTS for the 12th annual Emmy Awards have been sent to 6,000 members by the Academy of TV Arts & Sciences. Nominees will be announced May 23 and the winners will be presented Monday, June 20 (10-11:30 P.M., EDT) over the NBChannels. . . . Henry O. Dormann sends us a special note to advise us (and you) that the Livia Sylvia dress that Hope Hampton will be seen wearing on Merv Griffin's "Play Your Hunch" NBC-TVehicle is worth A Million Dollars. (Oh Henry—!!!! ?????) . . . Aside to Cliff Petersen and Don McNeill—A beautiful and talented young blonde songstress named Lynn Roberts, rates a guest booking on the "Breakfast ABClub." Lynn was a terrific click last week when the Lambs Club honored Otto Harbach, the dean of American composers who was gifted with the club's coveted "Mugg" on his 50th year as a Lamb. . . . The May 11th seg of "Music For A Spring Night" TVia ABC will star Miriam Makeba and the Belafonte Folk Singers. Miss Makeba is the South African lark whose vocal pipes are slightly sensational. Titled "An Evening with Harry Belafonte Folk Singers," the full hour musicale will be produced by Fred Heider. . . . We're still laffing at the ad-glibs Alan King dispensed recently at the Seeco Record party for him held at Danny's Hideaway. . . . Mother's Day falls on May 8 but the "Frances Langford Show" will NBCelebrate it May 1 on the "Rexall TV Special" (8-9 P.M., EDT). Honored guests will include the mothers of Eddie Albert, Richard Carlson, Gary Cooper, Mary Costa, Lou Costello, Tony Curtis, Doris Day, Glenn Ford, Mrs. Samuel Goldwyn, Dorothy Lamour, Frances Langford, Jack Lemmon, Anita Louise, Dean Martin, Ann Miller, Wayne Morris, Mrs. Ken Murray, Ginger Rogers and Cesar Romero. (Someone goofed. Included in the list of songs we didn't see Howard Johnson's immortal "M— Is For The Million Things She Gave Me" nor Walter Donaldson's "My Mom.") . . . Pat Boone's Teen-age "ABCoke Time" will be seen June 27 (9:30-10:30 P.M., EDT) with Nick Vanoff, producer-director guestars Paul Anka, Frankie Avalon, Bob Denver, Fabian and Annette Funicello. . . . Someone should show Julie Wilson the clever, sophistictaed ditty, "Who Wants Love?" cleffed by Irving Caesar and Gerald Marks. A show-stopper if we ever heard one and made to order for the talented Julie. . . .

Two New Sponsors for ABC Football Coverage

Humble Oil & Refining Co. and the Liggett & Myers Tobacco Co., for L&M Cigarettes, have joined The Gillette Safety Razor Company as sponsors of NCAA football coverage on the ABC Television Network, it was announced by William P. Mullen, ABC-TV vice-president in charge of network sales.

The companies will sponsor 13 football games, on 12 Saturday afternoons and Thanksgiving Day. On nine of the 13 dates a single national game will be televised coast to coast. On four of the 13 weeks, the country will be divided into three areas with each region carrying one of three games televised on each such date.

Sell Rank TV Studio

LONDON, April 25. — The former Denham film studios have been sold by Rank Television and General Trust Ltd., to the British Land Company for investment. Production ceased at Denham in 1953, since when most of the accommodation has been used by the United States Air Force. Rank, whose production activities are now concentrated at Pinewood studios, will lease back one 'stage' from the British Land Company for music recording.

Salute to Teen-Agers As ABC Special June 27

"Swing Time"—a star-laden one-hour musical salute to America's teen-agers starring Pat Boone — will be sponsored by The Coca-Cola Company on the ABC Television Network Monday, June 27, 9:30-10:30 P.M., EDT, it was announced by William P. Mullen, ABC-TV vice-president in charge of network sales. Youthful singing stars already signed to appear with master of ceremonies Boone are Paul Anka, Frankie Avalon, Bob Denver (of the "Dobie Gillis" TV series), Fabian and Annette Funicello.

Additions to Be Announced

Additions will be announced shortly. Also appearing will be the winners of the "Talentsville U.S.A." competition sponsored in many communities by local Coca-Cola bottlers. The orchestra will be conducted by Vic Schoen, and Dick Williams will direct the chorus.

Hospital Gets $20,000

JACKSONVILLE, April 25.—Fred Mathis, Paramount manager and area chairman for the Will Rogers Memorial Hospital fund drive in 1959, announced that total donations exceeded $20,000.

Met. Bdcstg. Annua
Meet Here on May

The annual meeting of stockh
of Metropolitan Broadcasting
will be held at the company's
here on May 9 to elect directo
vote on an amendment to the
pany's stock option plan.

Nominated as directors are:
H. Axe, Sabine L. Baring -
Lloyd M. Bauman, John P. C
Armand G. Erpf, Benedict Gimb
Thomas T. Goldsmith, Jr., Jo
Griswold, Robert C. Jones, Jo
Kluge, Warren H. Lasher, Fra
Long, J. Lincoln Morris, Laure
Odell and Percy M. Stewart

The proposed amendment
company's stock option plan
crease the number of shares a
for option by 20,000 shares. It
templated that options to purc
aggregate of 9,000 shares
granted to five officers of th
pany's Foster and Kleiser D
outdoor advertising company a
from W. R. Grace & Co. in Ma

Net Income $1,416,108

Metropolitan's annual report
net income of $1,416,108 fro
sales of $13,855,314, compar
$302,035 and sales of $12,08
1958.

The 1959 statement include
tions of WNEW-TV, New Yo
WTTG-TV, Washington; and
dio stations, WNEW, New Yo
WHK, Cleveland. Not inclu
radio station WIP, Phila
KOVR-TV, Sacramento, and
TV, Peoria, acquired last Feb

Last December, Metropolit
tracted to buy The Worl
Broadcasting System, and the
Television Co., owner of W
Decatur, Ill. Both acquisitio
FCC approval.

$3 Billion Is Goal
TV Revenues by '

A goal of $3-billion in t
revenues by the end of 1964
the 1959 total—was set by t
of directors of the Television
of Advertising at a meeting
Raton, Fla., in conjunction
1960 annual meeting of the
Association of Advertising
it was announced here.

Doubling television revenu
in five years involves the me
creasing its share of total ad
from the 14% of 1959 to
1964, in addition to the an
growth of all advertising. "
can be attained through ha
and the power of television
ing medium," Otto Bran
board chairman said.

Sees Budgets Up 25 Per

Norman E. Cash, pres
TvB, predicted the top 10
tisers in five years will be
at least 25% more. "Othe
tisers will increase their
spending by a third while
vertising on TV, the rapidly
field, will double expend
our medium."

QUIGLEY PUBLICATIONS

In the World-Wide Service of the American Motion Picture Industry

Motion Picture Herald

Foremost weekly of the American motion picture industry. Founded 1915. Includes as monthly sections: BETTER THEATRES, devoted to theatre equipment, design and physical operation . . . BETTER REFRESHMENT MERCHANDISING, devoted to theatre vending.

Motion Picture Daily

Providing spot news coverage of the industry. Correspondents throughout the U. S. and in major foreign countries of the free world.

Motion Picture Almanac

Who's-Who and statistical annual of the motion picture business, comprehensive for the U. S., international in purview.

Television Almanac

Who's-Who and statistical annual of the television industry—companion volume of Motion Picture Almanac.

Fame

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain.

WGA and AMPP Will Meet Today

From THE DAILY Bureau

HOLLYWOOD, April 25. – Efforts to narrow the bargaining gap between negotiators for the Writers Guild of America and the Association of Motion Picture Producers will be made at a special meeting called for tomorrow morning at 10 A.M. in AMPP headquarters. Results of this meeting are expected to be discussed between Guild officials at its own meeting Thursday night in order to expedite an agreement to end its three-month strike against the major producers.

Another meeting with negotiators for the directors guild has already been set for Thursday afternoon with the AMPP bargaining contingent.

Lillian Gerard Resigns Rugoff & Becker Post

Lillian Gerard, publicity and advertising executive, has resigned from her post as director of advertising and publicity with Rugoff and Becker, and as vice-president of the Paris Theatre. Mrs. Gerard joined Rugoff and Becker eight months ago when the circuit took over management of the Paris Theatre.

She was managing director of the French Pathe owned house when it opened in 1948, as well as vice-president in charge of advertising and publicity. Previously she and her husband, Philip Gerard, Eastern advertising and publicity director of Universal-International, were partners in Gerard Associates, a public relations firm. Mrs. Gerard within the next few weeks will leave for a three-week stay in Europe.

Kodak Earnings Up In First Quarter

Special to THE DAILY

ROCHESTER, April 25. – First quarter earnings of Eastman Kodak Co. amounted to $24,187,270, equal to 62 cents a share, compared with $22,832,420, or 59 cents a share in the 1959 first quarter.

Sales rose to $195,404,434 from $189,800,976 in the first quarter a year ago.

Thomas J. Hargrave, chairman, and Albert K. Chapman, president, said net earnings were 12.4 per cent of sales in this year's quarter, compared with 12 per cent in last year's initial period.

Chicago Exhibitor Dies

CHICAGO, April 25.–Abraham Rafilson, owner of Friedman's Theatre of this city, died here on Friday at the age of 89.

'Can-Can' Big $48,000

"Can-Can" registered a big $48,000 for 12 performances at the Rivoli Theatre here last week.

Pay or Die

(CONTINUED FROM PAGE I)

a huge, select group of Italian actors, is certain to achieve top results at the box office.

Ernest Borgnine, appearing in almost every scene of the film, delivers another of his Academy-calibered performances with a fascinating enactment of the heroic, dedicated Petrosino. He finds many moments in his role to display the warmth of "Marty" as well as the use of his brute strength in "From Here To Eternity."

Co-starring as Borgnine's young wife is newcomer Zohra Lampert, an attractive brunette whose earthy charm, sensitivity and endearing quality registers sufficiently to assure her of a long lifeline in films.

After scoring with his direction of a big money-maker like "Al Capone," Richard Wilson answers that old cliche, "what are you gonna do for an encore," with his superb production and direction of this fine screenplay by Richard Collins and Bertram Millhauser.

Lucien Ballard's camerawork, David Raksin's background music, Walter Hannemann's adroit editing and especially Fernando Carrere's production design are noteworthy components of the film.

Aside from the development of the romantic interest between Borgnine and Miss Lampert, which is flavored with many heart-warming situations, the story progresses on a great number of shocking incidents attributed to unknown extortionists who terrorized "Little Italy" with warning notes signed "The Black Hand."

Among the outstanding scenes in which Borgnine is able to ferret and bring the criminals to justice is one in which the great operatic tenor Enrico Caruso is rescued from a bomb plot; and another in which a number of little parochial schoolgirls are killed in the bombing of a jeweler's shop. The father of one of the girls had masterminded the bombing.

Borgnine convinces the City Commissioner he can get information by going to Italy which will enable him to track down the heads of the terror society. His visit to Sicily is successful in uncovering some of the names, but he dies a martyr on his mission.

Alan Austin, member of Borgnine's squad, and earlier competition for the hand of Miss Lampert, follows through on information received from Borgnine in Sicily and arrests the head of the Mafia in "Little Italy." Running time, 111 minutes. General classification. Release, in June.

SAMUEL D.BERNS

German Cleric

(*Continued from page* 1)

er instincts and financial considerations should alone determine the level of films.

"Even motion picture publicity in magazines, in newspaper advertisements, and on billboards," he said, "often causes serious preoccupation." The bishop said he is "deeply concerned" by the primitiveness and lack of scruple that is often shown.

The prelate expressed a desire that the film level might be raised through "reciprocal understanding and cooperation between ecclesiastical authorities and the leaders of the film industry." He said he hopes "motion pictures may become a medium of sane recreation, of edification and inner elevation of mankind."

'Can-Can' in Cleveland

CLEVELAND, April 25. – "Can-Can" will open May 25 at the Palace Theatre under a hard seat policy, it is announced. This will be an exclusive area engagement, and returns the Palace to the policy it maintained for five years with Cinerama, "Porgy and Bess" and "Windjammer." Only since the first of this year has the theatre played a continuous policy of conventional picture.

SDG Nominates Four as First-Quarter Winners

Special to THE DAILY

HOLLYWOOD, April 25.–Nominated as the first-quarter winners of the Screen Producers Guild awards for the best-produced feature films of 1960 are: Lopert Films' "Black Orpheus," produced by Sacha Gordine; Columbia Pictures' "Our Man in Havana," Sir Carol Reed; 20th Century-Fox's "Can-Can," Jack Cummings, and M-G-M's "Home from the Hill," Edmund Grainger.

Results of the poll were announced by Jerry Bresler, chairman of the SPG's feature awards committee. Final winners are announced annually at the guild's award dinner, together with the winners of the television series.

Reelect Jeffrey Sayre Extras Guild President

From THE DAILY Bureau

HOLLYWOOD, April 25.–Jeffrey Sayre today was reelected president of the Screen Extras Guild, leading the entire administration ticket to victory. Unopposed in the election were Paul Cristo, first vice-president; Tex Brodus, second vice-president; Murray Pollack, third vice-president and Kenner Kemp, treasurer, with Evelyn Cedar recording secretary.

Allied Arti

(*Continued from page* 1)

in addition to Goldstein will be
Goldhammer, Eastern divisior
manager; Ed Morey, vice-pre
Arthur Greenblatt, special sal
resentative; Roy M. Brewer, m
of branch operations; Lloyd
general sales manager of Int
TV; and from the Coast, in ac
to Broidy, there will be Sandy
hams, national advertising - pu
director; and Harold Wirt
Western division sales manage
from Canada, Nat Taylor, Osca
sen, Douglas Rosen, Jack Ber
David Griersdorf and Morris
mond.

Upcoming releases to be di
include "Pay or Die," "Hell to
nity,' "Raymie," "I Passed for V
"Sex Kittens Go to College,"
beard's Ten Honeymoons," an
forthcoming "The Plunderers."

20th-Fox Earnings

(*Continued from page* 1)

the year (52 weeks) 1958 of $
137, or $3.30 per share on 2,2
shares.

The above figures reflect a
in amortization policy relating
cost of productions of partic
Heretofore, these costs had bee
ten off from the receipt o
rentals as they came in thro
the world and when insufficier
cial write-offs were provided
time to time.

In order to place the cost
ductions of participants on th
conservative basis which the co
applies to its 100%- owned p
the company applied in 1959
week period of write-off unifo
such picture costs.

The effect of the change wa
duce inventories as of Dec. 26
by $4,442,000 in addition to $
000 which had already been pr
for during the year. Included
$4,442,000 was $1,919,000 app
to prior year (or $879,382 aft
eral income taxes), which
charged directly to earned s
The charge to current earnings
fourth quarter of 1959 was $2,
in addition to $2,500,000 alrea
vided for.

The company estimates tha
ings for the first 13 weeks of 19
be substantially better than th
period of 1959 when 41 cents
was earned.

Para. Sales Meet

(*Continued from page* 1

coming speech to the delegate
to set sales and promotion plan
augmented 18-month roster of
films.

Jack Karp, vice-president in
of production, will head a del
of studio officials at the meeting
led by Weltner with vice-pre
Jerome Pickman, Hugh Owe
Sidney Deneau, James Perkins
dent of Paramount Internation
Russell Holman, Eastern pro
manager, also will be in attenda

All
News
hat
lews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 81 NEW YORK, U.S.A., WEDNESDAY, APRIL 27, 1960 TEN CENTS

Meet Told:

amount Has Set for t 18 Mos.

tions Scheduled ayne, Kaye, Sinatra

om THE DAILY Bureau

WOOD, April 26. — Three ion dollar pictures indivi- rring John Wayne, Danny Frank were d to- Jack among Para- ictures for n dur- ext 18 vice- in f pro- reveal- accele- duction program at the na-

Jack Karp

ontinued on page 7)

ets Biggest TV, Drive for 'Lost'

eth Century-Fox's "The Lost vill be pre-sold through the levision and radio campaign npany's history, Charles Ein- -president, announced yes-

nlargement of the "20th the "triangulation" spot

ontinued on page 6)

Okays New Pact VGA Video Group

om THE DAILY Bureau

YWOOD, April 26. — The board of the television-rad- h of the Writers Guild of West, has given its appro- proposal for a strike settle- the television film compa- luded in companies offering

ontinued on page 6)

SION TODAY—page 6

Columbia Domestic Billings to Exceed $11,000,000 for First Quarter This Year

Domestic billings of Columbia Pictures for the first three months of this year will exceed an estimated $11,000,000, Paul N. Lazarus, Jr., vice-president, said yesterday. The high figure, he added, is proof that a number of major releases can be promoted "successfully and simultaneously" by a film company.

Paul Lazarus, Jr.

"This marks the third important stage of our 'Big C' program for 1960," Lazarus said. "In the short period of two years since the present management took over the reins of Columbia, our production arm has readied a blockbuster slate of releases. Our sales department has shown that it can merchandise a number of major releases simultaneously, putting four and five pictures into key cities at one time. Now, our promotion forces have demonstrated that they can get public attention

(*Continued on page* 7)

Top U.K. Campaign Set for 'Hercules'

From THE DAILY Bureau

LONDON, April 26.—More than £50,000 ($140,000), the largest amount ever expended on the opening of a motion picture in Great Britain, has been earmarked by Embassy president Joseph E. Levine for the mid-summer saturation here of "Hercules Unchained."

The record budget was announced today by Levine following a series of top-level conferences with representa-

(*Continued on page* 8)

U.A. Promotions for Posts Overseas Told

A series of key appointments and promotions involving operations of United Artists in Europe, Latin America and the Far East was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution.

John H. Finder has been named manager in Germany. He comes to UA after many years with 20th Century-Fox's foreign organization, serving last as manager in Venezuela. Ernst F. Goldschmidt has been promoted from salesman to manager in Switzer-

(*Continued on page* 2)

UA Changes Clearance In Boston Territory

Special to THE DAILY

BOSTON, April 26.—United Artists, through its branch manager, Harry Segal, has notified the first run theatres that with the next unsold picture, there will be a new system of clearances for the first subsequent runs in the territory. The regular 21 days after

(*Continued on page* 7)

Says Chi. Case Appeal Would Require High Court to Clarify Censorship law

From THE DAILY Bureau

WASHINGTON, April 26.—If the recent Federal district court decision upholding the constitutionality of Chicago's municipal film censorship ordinance is appealed to the U. S. Supreme Court it will do much to provide needed clarification of what the law on prior censorship is, Abram F. Myers, Allied States chairman and general counsel, says in a bulletin to members discussing the Chicago decision.

Myers points out that "It is easy to assume from what the Supreme Court has actually decided that it is opposed to all precensorship of films, but it has never got around to saying so. Nor has the Court given consideration to the physical differences between films and books and newspapers, and the way in which they are handled.

"The trend seemed to be in the

(*Continued on page* 2)

Ends Meeting

ACE Reasserts Opposition to Pay-Television

Reports on D of J Meet; Plans Film Supply Boost

The executive committee of the American Congress of Exhibitors yesterday reiterated its complete support of a full program being waged by its joint committee against toll-TV, following a trip to Washington Monday by an ACE group which presented its case to Robert Bicks, acting head of the anti-trust division of the Department of Justice.

Concluding two days of meetings with an all-day session yesterday at the Park-Sheraton Hotel here, the ACE executive committee voiced concern over rumors that other film companies were ready to follow Paramount into toll-TV.

S. H. Fabian, ACE chairman, said he had heard reports that M-G-M and 20th Century-Fox were negotiating with pay-TV concerns with a view to investing in them.

Fabian said the committee trip to

(*Continued on page* 2)

Crawfordsville to Get 'Fair-Chance' for 'Hur'

From THE DAILY Bureau

WASHINGTON, April 26.—Joseph Vogel, president of M-G-M, has told Rep. Fred Wampler (D., Ind.) that Crawfordsville, Ind., will be the first city of its size to exhibit "Ben-Hur."

Vogel told Wampler that Crawfordsville exhibitors will "get the fair treatment accorded to all other exhibitors

(*Continued on page* 2)

Oregon Paper Sets Up Film Ad Regulations

Special to THE DAILY

PORTLAND, Ore., April 26.—*The Oregonian*, again being published as a single publication, will hereafter decline to accept film advertising which tends to incite behavior contrary to established codes of morality and good taste, local theatre owners have been

(*Continued on page* 7)

PERSONAL MENTION

ARTHUR FREED and VINCENTE MINNELLI have arrived in New York from Hollywood.

•

MRS. JOSEPH E. LEVINE, wife of the president of Embassy Pictures, is recuperating at her home in Newton Center, Mass., following surgery in Boston.

•

FRANK DEVOL, A&R official of Columbia Records, has returned to New York from Harrisburg, Pa.

•

BORIS KARLOFF has left New York for London via B.O.A.C.

•

J. E. HOBBS, branch manager for Allied Artists in Atlanta, has left there for Chicago.

•

FRANK E. TAYLOR, who will produce "The Misfits" for United Artists, will leave New York at the weekend for Ireland.

•

MORT GOODMAN, president of the Goodman Organization, ad agency for American International Pictures, has returned to Hollywood from New York.

Symington Favors $1.25

WASHINGTON, April 26. – Sen- Stuart Symington (D., Mo.), mentioned frequently for the Democratic presidential nomination, has endorsed increasing the minimum wage to $1.25 hourly.

In a speech prepared for delivery in Grand Rapids, Mich., Symington asserted that a minimum of $1.00 an hour "may have been enough in 1940. It is not enough in 1960." He asserted that contending that a $1.25 minimum will increase unemployment "is a weary old argument." The "fact is," he said, "that a more reasonable minimum creates jobs by raising purchasing power."

gems of showmanship!...

SPECIAL TRAILERS

by national screen service

ACE Opposes

(*Continued from page* 1)

Washington to see Bicks, was not made to stir up legal trouble for advocates of pay-TV, but was intended to present the full case for government consideration. The committee, headed by Sol Schwartz, included Emanuel Frisch, George Kerasotes, Irving Dollinger, Stuart Aarons, Sumner Redstone and Herman Levy. Fabian accompanied the sub-committee.

Fabian said that ACE favors increased production and plans "very shortly" to encourage it although it was termed doubtful that ACE itself would have a direct hand in production.

ACE also voted to create an agency to negotiate for the reissue of post-1948 pictures for theatrical showing, with national sales campaigns for pictures purchased and full exhibitors' support of purchases. The agency reportedly will be financed by exhibitor contributions.

Another Committee Named

Another ACE committee was appointed, this one to study and prepare plans for a more "formal" organizational structure. This committee includes Albert M. Pickus, Dollinger, Max A. Cohen, Bill Forman and Frisch.

Fabian said ACE is looking forward to resumption of talks with film company presidents "as soon as possible." Talks were postponed during the Hollywood strike earlier this year.

About 60 exhibitor leaders attended the sessions here.

Crawfordsville 'Hur'

(*Continued from page* 1)

in the country." Though M-G-M cannot predict when "Ben-Hur" will be available to Crawfordsville, Vogel asserted that "the exhibitor there will have the same opportunity to negotiate for "Ben-Hur" on a strictly impersonal, fair basis." He added that "Ben-Hur" is the costliest picture ever made, and that M-G-M "spent years making plans for its distribution." It is therefore "very imperative that every policy adopted with respect to this picture be carefully reappraised and reviewed from time to time."

A campaign led by Syndicate Theatres of Franklin, Ind., was launched to secure "Ben-Hur" for an early engagement at the Strand Theatre in Crawfordsville, where Gen. Lew Wallace, author of the book, resided. The drive included a resolution calling upon M-G-M to date the picture and "eliminate a 90-mile round trip to Indianapolis for Crawfordsville citizens who want to see it." Postal cards were addressed to Vogel calling upon him to make the picture available to the Indiana city immediately.

AMPP Negotiating Today With Writers and Directors

From THE DAILY Bureau

HOLLYWOOD, April 26. – The Writers Guild of America will continue its negotiations with major producers at the headquarters of the Association of Motion Picture Producers tomorrow morning following a two-hour session today. The two consecutive meetings being scheduled for the first time since the strike began gave strong indication that progress is being made.

AMPP will meet with negotiators for the Screen Directors Guild on its new contract in the afternoon.

UA Promotions

(*Continued from page* 1)

land, succeeding Hans J. Meier, resigned.

Tony Forrester, formerly manager in Trinidad, has been appointed manager in Thailand, replacing George Apcar, resigned. Forrester's successor in Trinidad is Ike Greenberg, a newcomer to the UA ranks, who previously served with M-G-M in the Far East, and Columbia Pictures in New York.

Fernando Rodriguez, formerly with Columbia Pictures and Allied Artists in Japan, has been named manager in Puerto Rico, succeeding Sam Jones, resigned.

Arthur Ehrlich, formerly manager in Panama, has been assigned to Chile in a similar capacity. Naum Lefcovich has been transferred from his post in Uruguay to manager in Panama. Elias Barberis, previously in Chile, has been named manager in Uruguay.

Rounding out the new appointments is the assignment of Ferdinand Rieger to the European auditing staff, and Paul Fehlen to the post of travelling auditor in the Far East.

Variety Convention Chairmen Heads Named

Special to THE DAILY

TORONTO, April 26.–Chairmen for the five "shirt-sleeve" forum discussions on various phases of the organization's operations to be held during the 33rd annual convention here starting May 31 have been named by Variety Clubs International, it is announced by Rotus Harvey, of San Francisco, Variety second international chief barker and convention forum chairman.

They are as follows: fund raising for charity, Joe Podoloff of Minneapolis; general club finances and operations, Ralph Pries of Philadelphia; charity operations, Tracy Hare of Miami; public relations, Eugene Murphy of Las Vegas; and social activities and membership, Bob Bostick of Memphis.

Chicago Ca

(*Continued from page* 1)

direction of requiring the aut to keep hands off the producti distribution of films, but to gi exhibitor hell if he shows an o picture," Myers observes.

He contends that U.S. Judge Campbell's decision i Chicago case sets up a stumblin for those "who would place sponsibility on the exhibitor views the decision as ende "to uphold the (Chicago cen ordinance as providing so midway between pre-censorsh punishment for law violation.

"Judge Campbell had no d in deciding that 'The Lovers' scene," Myers says. "Also t ordinance is valid. His reaso the latter connection may seen what contrived, but he has dis the basic issue so that a highe if the case is appealed, canno it."

Sees Controls Necessar

Judge Campbell held that gent censorship of motion pic not only necessary, but is a only feasible method of re upon unlawful pictures." H gested that the effects of pr ship on the suppression of fre expression may not be great subsequent punishment for hibition of improper films, and out that under saturation fil ing policies an improper fil exhaust its playing possibiliti area, if not subjected to prior ship, "long before a trial a viction" for violation of the would be possible.

"Our only expression co Judge Campbell's decision time being,' Myers says, "is hope that the losing party, International Film Corp., w the case to the Supreme C would clear away a great de and settle a lot of argume could reach the tribunal ne It will be extremely difficult court to dispose of this case erecting a lighthouse for an now navigating dangerous w

Wants 'Discrimination' De

Commenting in the same on the recent Federal consen setting up restrictions on dis of Mexican films in the Unit by Cimex, a Mexican compan inquires whether the Depart Justice's use of the word "dis tion" in the new decree mea will be extended to the Pa decree in the same meani whether if new restrictions o sion price-fixing in the Mex cree "mean what they say," Department continue to "sta emasculated interpretations Paramount decrees?"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIr Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

AMERICA GOES "DAISY" DAFFY!

FIRST 150 SPOTS ARE "DAISY" DYNAMITE!

IT'S DOUBLE LAST YEAR'S EASTER BIZ!

IT'S 10% AHEAD OF XMAS-NEW YEAR'S "NEVER SO FEW"!

NECK AND NECK WITH "CAT ON HOT TIN ROOF"! GOLD-MINE!

IT TOPS PREVIOUS XMAS-NEW YEAR'S "SOME CAME RUNNING"!

7 NEW RECORDS AT MUSIC HALL (N. Y.)

Biggest Seven Days! Biggest Saturday!
Biggest Good Friday! Biggest Easter Sunday!
Biggest Easter Week! Biggest Easter Week-end!
Biggest non-holiday Week-day!

...AND STILL GOING STRONG ENTERING 5th WEEK!

BRAVO TO YOU ALL!

Metro-Goldwyn-Mayer presents DORIS DAY DAVID NIVEN in A Euterpe Production "PLEASE DON'T EAT THE DAISIES" co-starring Janis Paige · Spring Byington · Richard Haydn · Screen Play by Isobel Lennart · Based On the Book by Jean Kerr · In CinemaScope and Metrocolor Associate Producer Martin Melcher · Directed by Charles Walters · Produced by Joe Pasternak

JERRY WALD'
IS HITTING

COMPLETED

D. H. LAWRENCE'S

Sons and Lovers

starring
TREVOR HOWARD • DEAN STOCKWELL
WENDY HILLER • MARY URE
HEATHER SEARS

Directed by JACK CARDIFF • Screenplay by GAVIN LAMBERT • T. E. B. CLARKE

A 20th CENTURY-FOX RELEASE
CINEMASCOPE

IN PRODUCTION

MARILYN MONROE
YVES MONTAND
in

LET'S MAKE LOVE

co-starring
TONY RANDALL
FRANKIE VAUGHAN
WILFRID HYDE WHITE

Directed by
GEORGE CUKOR

Original Screenplay by
NORMAN KRASNA

A 20th CENTURY-FOX
RELEASE

CINEMASCOPE
COLOR BY DE LUXE

IN RELEAS

The Best
Everythin

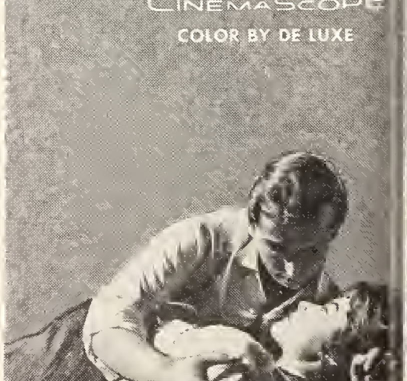
starring
HOPE LANGE • STEPHEN B
SUZY PARKER • MARTHA
DIANE BAKER • BRIAN A
ROBERT EVANS
and
LOUIS JOURDAN • JOAN CRA

Directed by JEAN NEGULESC

Screenplay by
EDITH SOMMER and MANN R

A 20th CENTURY-FOX RELEA

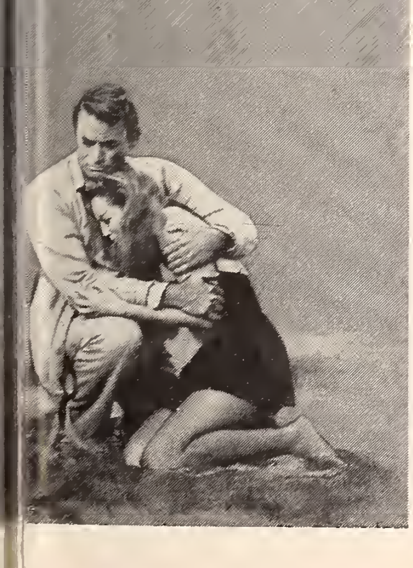
CINEMASCOPE
COLOR BY DE LUXE



OMPANY OF ARTISTS
N ALL SIX!

N RELEASE

REGORY PECK
EBORAH KERR
in
ELOVED
NFIDEL
co-starring
EDDIE ALBERT
ected by HENRY KING
enplay by SY BARTLETT
th CENTURY-FOX RELEASE
CINEMASCOPE
COLOR BY DE LUXE

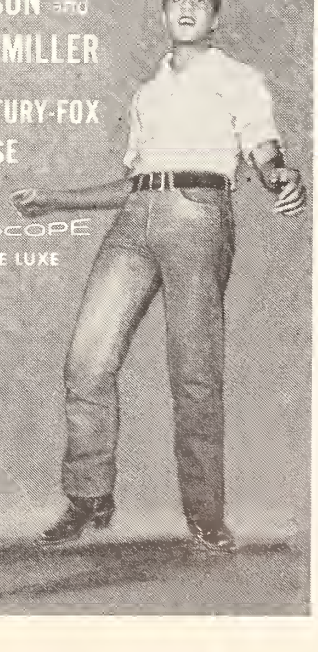


IN RELEASE

RITA HAYWORTH
ANTHONY FRANCIOSA
GIG YOUNG
in
The Story on Page One
Written and Directed by
CLIFFORD ODETS
A 20th CENTURY-FOX RELEASE
CINEMASCOPE

IN RELEASE

HOUND-DOG MAN
starring
FABIAN · CAROL LYNLEY
STUART WHITMAN · ARTHUR O'CONNELL
and introducing DODIE STEVENS
Directed by
DON SIEGEL
Screenplay by
FRED GIPSON and
WINSTON MILLER
A 20th CENTURY-FOX
RELEASE
CINEMASCOPE
COLOR BY DE LUXE



Fox TV Drive

(*Continued from page* 1)

campaign which was the dominant factor in the success of "Journey to the Center of the Earth" and "Sink the Bismarck!", will be put into action shortly, he said.

The decision to expand the successful pattern, increasing the huge budget used for "Journey" and "Bismarck," was decided at a series of meetings at the studio last week between 20th president Spyros P. Skouras, executive production head Buddy Adler, Einfeld, general sales manager Alex Harrison, studio publicity director Harry Brand, and "Lost World" producer Irwin Allen.

Going Free to Stations

Allen is now shooting a special TV subject, 15 minutes in length simultaneous with the end of production on the film. This subject will be utilized as a free attraction to TV stations across the country, and will be edited down, becoming three sets of distinctly different TV spots, each of 60-, 30- and 20-second length.

The TV campaign will be supported by a concentrated radio drive due to begin in late June and continuing through July.

"The Lost World" will have a world premiere on July 13 at New York's Warner Theatre.

Board Okays Terms

(*Continued from page* 1)

settlement are Dick Powell's Four Star Productions; Brennan-Westgate Productions; Danny Thomas' Marterto Productions; Mayberry Enterprises; Louis Edelman Television Productions; Wyatt Earp Enterprises and Northgate Productions.

The proposal will go to the Writers Guild council tonight for consideration and upon the council's approval will be submitted to the television branch for ratification at a meeting to be held Thursday evening at the Beverly Hilton Hotel.

Terms for the proposed settlement call for a 10 per cent increase in minimums for the first two years of a contract, plus a 5 per cent raise compounded in the second two years, amounting to a 15½ per cent total.

In addition the proposed terms call for a 5 per cent non-contributory pension and welfare payment on an agreed compensation up to double minimums.

The proposed contract also provides for recommendation that "the writers have the right to participate in the proceeds of the exhibition of television films in the foreign countries."

Length of contract is for four years, dating from January 1, 1960.

musifex co
45 w. 45 st. n.y.c.
background
music scoring
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

"BE OUR GUEST" will CBSalute Irving Berlin on his 73rd birthday, May 11. Program will feature Jane Kean, 14-year-old Brenda Lee, Harold Lang and the perennial Smith & Dale. . . . Leland Hayward's daughter Brooke makes her dramatic TV debut in "Mandy," this CBSunday. . . . Two more "CBSid Caesar Specials," have been programmed, May 5 and June 2. Baton-wielded by Maestro Charles Sanford, the first show will present as guests Charlton Heston, Howard Morris, Chita (Bye Bye Birdie) Rivera and Audrey Meadows with the first three also signed for the second Revlon-sponsored programs. . . . American Tobacco will again sponsor "Bonanza," first hour-long Western to be NBColorcast. Featuring Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon, program will again be seen Saturdays at 7:30 P.M. . . . Last week on WABC-TV, Jan McArt proved herself a witty pretty as well as a deft delineator of a ditty. Incidentally Jan just left for London where she's booked for a month's engagement at the plush Colony Club. . . . Columbia is rushing a new LP "Freedomland," which will be released just about the time that the new Bronx Amusement Park with the same name opens, June 19. Frank de Vol will baton the album which will feature solos by Jill Corey, Richard Hayes, Jerry Rushing, Cliff (Charlie Weaver) Arquette and Earl Wrightson. . . . Those evenings with Fred Astaire just seem to go on and on. The original NBCast of "An Evening With Fred Astaire" after winning an Emmy was re-skedded and the subsequent "Another Evening With F.A." has just been re-booked by the Chrysler Corp. for repeat Mon., May 9th in both b & w and NBColor. . . . One of the most popular artists in town, Johnny Andrews has been named to sub for Bill Cullen who starts 4 week vacation Monday. With his many talents that include emceeing, ivory-tickling, singing as well as composing, the lad rates heading his own TVariety series. . . . One of ASCAP's greats, Harry Tierney, whose Broadway hits included "Irene," "Kid Boots" and "Rio Rita," has just returned to Gotham from a trip around the world. . . .

☆ ☆ ☆

Like the famous rejoinder Mark Twain made, quote: "The report of my death is greatly exaggerated unquote"—the personable prexy of Termini Video Tape Services Tony Termini called us earlier today to declare that that "rumors to the effect that his firm was about ready for interment are FALSE." Based on new commitments and orders by top ad agencies, Termini is planning to expand the firm's operations and servicing studios. Incidentally TVT's hour-long Tom Tully (Impact Productions) pilot, was taped in Passaic, N.J. in a single ten-hour session. . . . The great Turkish Piano Pasha, Capli (pronounced Chapley) who records for Dot and who recently closed a successful 2 month stay at the Embers in N.Y., starts a 1-week stint at the Pampas Room in Ft. Lauderdale Monday. . . . Milt Fishman, new director of news for ABC western division, is a capable exec. This we learn from our San Diego spy, whose opinion we respect and who's never let us down yet in all the years we've corresponded. . . . The tenth annual Sidney Hillman award for Radio News was copped by News ABCommentator Edward P. Morgan. . . . Advertising pays, EVERYONE KNOWS THAT! Sooo eyebrows shouldn't be raised because station WMAL, Washington, D.C. buys time at WNTA (N.Y.) to sell N.Y. time buyers on WMAL's new morning team of Harden & Weaver. . . . Oscar Homolka and Charles Laughton will co-star in Rod Serling's Playhouse 90 CBSeg, "In The Presence of Mine Enemies," May 18, story of the inspiring uprising of the Warsaw Ghetto Jews against the Nazi oppressor in World War II. . . . Arlene Frances to CBStar in U S Steel's "When In Rome," Sept. 7. . . .

Tony Termini

'Babette' Next at Paris

"Babette Goes to War," starring Brigitte Bardot, will have its New York opening at the Paris Theatre, following the current "Private Property."

'Planet' to Bow Here

"The Angry Red Planet," an American International release, will open in 75 theatres in the New York metropolitan area next Wednesday, May 4.

Decision Reserved i
TV 'Block-Booking' (

Decision on a move by the d
to dismiss the government suit a
six film and television com
charging them with "block-bo
in the sale of product to TV w
served yesterday by Judge Arc
Dawson in New York Federal
The motion was made by at
Louis Nizer, following complet
the testimony for Associated
Productions (now United Arti
sociates).

Rich Outlines AAP Polic

Robert Rich, national sales m
for AAP, testified that the selli
icy for his company was to o
groups of 58 films each but th
station wanted to buy in a d
manner it could do so. On cr
amination Leonard Posner,
ment attorney, showed Rich
documents purporting to sho
several stations had been fo
buy in block only, and Rich
could not remember the det
some instances.

Alvin Sussman, film sales m
AAP, testified that of 221 c
he had sold, 83 were selective

Confirmed by Salesman

A third witness was Lester
also a film salesman for AA
testified in similar vein. He
had sold to Marion Gold, film
for KILS-TV, Las Vegas,
others on a selective basis. I
examination, George Avery,
torney, recalled previous testim
Miss Gold in which she claim
had been denied the right t
selective deals for films even
she offered to pay a premium

Following this National Tele
sociates began presentation of
with Ely Landau, chief execu
ficer, on the stand when the t
journed for the day.

Screen Gems Trial
Summations Are

Universal Pictures, Columb
tures, and Screen Gems, a sub
of Columbia, all defendants in
ernment suit charging them
straint in competition in the
films to TV, will present sum
in the case today in New Yo
eral Court. The government p
its summation yesterday befor
William B. Herlands.

The judge is expected to
decision in the suit follow
summations. The governme
charged that a competitor
moved in the field of film
TV when Screen Gems acqu
Universal pre-1949 library.

HUGO A. CASOLARO MART
C and G film effects
1600 BROADWAY, N.
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTO
• ANIMATION • TITLES
• ART WORK • B & W
A Complete Service for Film Prod

uty on Wide Film Penny a Foot

rom THE DAILY Bureau

DON, April 26. – The Board e today announced a reduc- the import duty on positive r 35mm in width, bearing not an one frame across, to one er foot.

action, which follows applica- the industry for a reduction film, now brings 65mm and ew process films into line with paid on 35mm film.

on Newspaper

(Continued from page 1)

by Harold V. Manzer, *The an's* advertising director.

lvertising code was sent out in to all theatre owners, reading the theatre and we at *The an* share a common problem. etime throughout the country, have been competing not only ch other, but with many out- tors for patronage. A few, in of this competition, have low- e standards of their advertis- .

Oregonian takes pride in be- ood neighbor to every family area and, consequently, cannot arty to such a program. This per has insisted upon modifica- copy or illustrations for the f these advertisements, some- ejecting the whole ad. For the e of theatre managers we en- group of regulations governing picture advertising. These will ted:

Suggestions Outlined

llustrations of persons in com- ng positions.

llustrations of persons in a state or undress that would be con- suggestive or indecent on the he beach, or any public place.

llustrations portraying a high of violence.

Headings or copy that tend to te an unnatural of unwhole- attitude or interest in sex, e, narcotic addiction or im- y.

Headings or copy that use the of double meanings the pur- which is to convey an impres- tricted by these standards.

llustrations, copy or quotations imply they are part of the pic- less they are, in fact, a part of n."

Paramount Has 27 Set for Next 18 Months

(*Continued from page* 1)

tional sales convention in progress at the studio. Twelve of the 27 already have been cast with top star names. Four others are now in production.

Wayne will star in Howard Hawks' tentatively-titled "The African Story" which will be filmed in Tanganyika in October. Kaye will star in a comedy in color and with music which will start this winter. Sinatra will head the cast of a color by Technicolor comedy to be made by Mel Shavelson and Jack Rose, who will also make "Who's Got the Action," a comedy, and the screen version of Donald Downes' novel, "Easter Dinner."

Annette Vadim will star in "Helle," a romantic drama to be directed by Roger Vadim. also, Paramount is about to conclude a two-picture deal with Ingmar Bergman, Sweden's prize-winning director.

Henry Blanke, whose first production for Paramount will be Taylor Caldwell's "Dear and Glorious Physician," has two other properties to follow. These are "Opus 7" and "Affair in Arcady." Hal Wallis will star Rod Lauren in an upcoming picture. In December, he will start filming Tennessee Williams' "Summer and Smoke," starring Laurence Harvey and Geraldine Page, with Peter Glenville directing; and will make "The Sons of Katie Elder," a large-scale western, this year.

'Counterfeit Traitor' to Start

William Perlberg and George Seaton will start "The Counterfeit Traitor," starring William Holden and Lilli Palmer, in Germany this summer. Their other future productions for Paramount include "Night Without End," to be written for the screen by Eric Ambler, "The Hook," and "Carnet De Bal," with a John Michael Hayes screenplay.

Alfred Hitchcock will produce and direct the tentatively-titled "Village of Stars." Richard Shepherd and Marty Jurow will produce Truman Capote's "Breakfast at Tiffany's," with the screenplay by George Axelrod. Henry and Phoebe Ephron will make Max Catto's "Melody of Sex" and "Run for Your Life." Norman Taurog will produce and direct "The Slender Thread."

"My Geisha," starring Shirley MacLaine, will be made in Japan this fall from a Norman Krasna screenplay, with Steve Parker as producer. Bryan Foy will produce "The Big Boston Robbery" and another picture about a woman's prison. Jerry Lewis will produce and direct "The Ladies' Man."

Three Now in Work

Currently in production for Paramount release are Wallis' "All in a Night's Work," starring Dean Martin and Shirley MacLaine, with Joseph Anthony directing; and "G.I. Blues," starring Elvis Presley and Juliet Prowse, directed by Norman Taurog; Ray Stark's "The World of Suzie Wong," starring William Holden and Nancy Kwan, with Richard Quine the director. William Perlberg-George Seaton's "The Pleasure of His Company," starring Fred Astaire, Debbie Reynolds and Lilli Palmer, was halted by the actors' strike and will be completed this fall.

In addition to those stars already mentioned, Karp said that Paramount has commitments with Audrey Hepburn and Tony Perkins and that properties for these two stars will be announced shortly.

See $11,000,000 Col. Billings

(*Continued from page* 1)

focused on several pictures concurrently, doing full justice to each and every picture."

To carry out the promotion phase of the "Big C" program, Columbia has instituted the "4-C" concept of merchandising, he said. "Every campaign we undertake must be comprehensive, creative, commercial and continuing."

Details the Processes

Defining his terms, he said that comprehensive means embracing all media, all audiences, and all aspects of promotion; creative means attempting new ideas, instituting original approaches and trying unorthodox methods; commercial means it must sell tickets or it's not worthwhile; and continuing means the campaign starts before the film goes into production and it must carry through the playoff.

"The key to our successful concurrent promotion campaigns is depth planning and long-range activity,' Lazarus said. "As an example, at the present time we are already deep in planning and activating programs for such films as 'Pepe' and 'The Guns of Navarone,' both still before the cameras."

"Our promotion operation has been realigned to meet the needs of our world-wide merchandising program.

Welcomes Competition

Turning to the merchandising of the top lineup of quality product during the first few months of 1960, Lazarus noted, "In many instances we were competing with our own product, in terms of editorial and advertising space and attracting public attention. But, we found that this competition, rather than being a drawback, was actually a healthy situation.

"One of the reasons for this is the fact that our advertising and publicity campaigns were tailor-made for each individual picture. Each campaign was so distinctive in character and subject matter that there was no problem in having the ads running on the same page or competing for editorial space in the various media. In fact, at one point, we took a full page in the *Sunday Times* devoted exclusively to ads for Columbia releases playing at seven showcase houses in New York."

UA Changes Clearance

(*Continued from page* 1)

downtown Boston is still in existence, but there is a move-up of availabilities should the picture play longer than three weeks.

From four to six weeks, the clearance is moved up to 14 days and if a film plays seven weeks or longer, the availability is seven days.

This new schedule, affecting approximately 30 first sub-runs in the area and indirectly the entire sub-run structure, is the result of a conciliation meeting held earlier this year in the UA office of Segal attended by a dozen circuit heads, their buyers and bookers, and independents. Gene Tunick and Milton Cohen came here from the UA home office to listen to the appeals of the theatre owners at that time.

Paramount Instituted Plan in March

UA thus becomes the second distributor to offer relief to the sub-run situations here. Paramount was the first when it put into effect in March a plan which also held the 21 days after downtown Boston for its schedule but granted the right of a subsequent run to play a Paramount picture in 14 days if the film runs three or four weeks, and in 7 days if it runs five weeks or more in downtown theatres.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales
Offices
and
arehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

1355 Conant Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

Quality
*photographic materials . . .
backed by more than half
a century of experience.*

GEVAERT

THE GEVAERT COMPANY
OF AMERICA, INC.

PEOPLE

Bruce Kidston, of West Union, O., has taken over and is operating the O-M-I Drive-in Theatre, Montpelier, O. The theatre is so named because it lies in an area bordering on Ohio, Michigan and Indiana.

☐

Arthur Schoenstadt, Jr., has joined the firm of H. Schoenstadt & Sons, Inc., Chicago, as assistant to the president. The company has owned and operated theatres in the Chicago area for more than 50 years.

☐

William C. Handy, who wrote "St. Louis Blues" and numerous other tunes, will be memorialized in Memphis on Sunday when that city will name one of its public parks W. C. Handy Park. As a feature of the ceremonies an eight-foot-high bronze statue of the late ASCAP composer will be unveiled.

☐

Al Sherman, publicist and art theatre operator, has joined the staff of Freedomland here. The big new amusement park in the Bronx is expected to be opened on June 19. **Sherman** will serve as assistant to **Hendry Lars Bart**, coordinator of promotions.

☐

Arnold Savereide, formerly branch manager for Kay Film Exchanges in Atlanta, has been named manager of the company's Atlanta branch.

☐

Velma Cook, who has been assistant to **Charles Kerr**, booker for Martin Theatres, Atlanta, has resigned that post to join Dixie Drive-in Theatres in the same city.

Wanted:
ASSISTANT FILM EDITOR
Top Opportunity In Industrial Filming

To work with Industrial Motion Picture Unit of internationally-known company in New York State.

Must be experienced in 16mm double system editing and A&B roll cutting.

All replies held in confidence.

Please write full details to:

Box 711 MOTION PICTURE DAILY
1270 SIXTH AVE., N. Y. 20

New Hellman Theatre Called Answer To Industry's 'Prophets of Doom'

Special to THE DAILY

ALBANY, N. Y., April 26.—"The prophets of doom who talk about the motion picture houses that are closing, should come here and see the new, beautiful, luxurious Hellman Theatre." So said Thelma Ritter, star of screen and stage, in a curtain speech at last night's premiere of the 1,060-seater.

Industry executives from New York, Philadelphia, Scranton and Buffalo joined local distributor representatives and city-county officials in attending the opening of the first indoor film theatre built in this section during the past 30 years.

It is located on Upper Washington Ave., adjoining Hellman's Thruway Motel and close to exits of the State Thruway and the State Northway. The site is easily accessible from Troy, Schenectady and other communities within a 100-mile radius. Not far away are two shopping centers and the state's 100 million dollar campus site. The theatre has adjacent parking facilities for 900 cars.

Contest Winners Present

Nearly 700 winners in WGY's "Academy Awards' contest" were among guests at the premiere. A record-breaking total of 10,913 entries were received by WGY during the six-week period.

Demonstrating wide interest in the new theatre, this figure was more than three times that for previous TV-WGY promotions.

Bill Edwardson, WGY deejay, emceed the stage phase, which included a recorded interview with Doris Day, star of the opening film, "Please Don't Eat the Daisies." She promised to visit the theatre in the fall.

In addition to Miss Ritter, Nancy Kovack, of Columbia's "Strangers When We Meet," spoke briefly in praise of the Hellman.

Hellman in Tribute to His Father

Neil Hellman, president of Hellman Enterprises, related that the new house had been constructed in memory of his father, Harry Hellman, who opened Albany's Fairyland in 1908 and "whose dearest dream would have been to be here tonight."

"Substituting" for the senior Hellman was "a wonderful mother, grandmother, and great-grandmother, a wonderful business woman and one I will always respect and cherish." The son then introduced Mrs. Nettie Hellman.

Extend Schlanger Pact

Ted Schlanger, former Philadelphia zone manager, has extended his contract with Stanley Warner Corp. for his services as adviser and consultant to the senior officers of the company. His primary duties presently will be in assisting Nat Lapkin, first vice-president of Stanley Warner.

Correction

Mrs. Carmen Smith of New Orleans was elected president of the Wompi of that city instead of Atlanta, as incorrectly stated in a headline in Motion Picture Daily on April 22.

Pitts Circuit of Va. Enrolls 19 in TOA

Nineteen indoor and drive-in theatres of the Pitts Theatres circuit of Virginia have been enrolled in Theatre Owners of America, Albert M. Pickus, TOA president, announced. The Pitts Theatres are the fourth circuit to join TOA in the last two months, Pickus said, the others being Standard Theatres of Wisconsin, Interboro Circuit of New York, and the Chakeres Theatres of Ohio and Kentucky.

Arrangements for the new memberships were made by Laney G. Payne, for Pitts, and George Roscoe, TOA's director of exhibitor relations. The Pitts houses are: Colonial, Victoria and Pitts Drive-In of Fredericksburg; Farquier and Pitts Drive-In of Warrenton; Madison and Orange Drive-In of Orange; Park and Pitts Drive-In of Front Royal; Pitts and Emporia Drive-In of Emporia; Pitts and Pitts Drive-In of Culpepper; Pitts and Manassas Drive-In of Manassas; State of Lawrenceville; Tally Ho of Leesburg; York of West Point; and Kilmarnock Drive-In of Kilmarnock.

Dixie Circuit Changes

ATLANTA, April 26.—B. L. Kuykendall, formerly manager of the Victory Drive-In Theatre, Savannah, a Unit of Dixie Drive-In Theatres, has been named manager of the Victory Drive-In, Savannah, succeeding C. H. "Danny" Deaver, who joined Interstate Theatres in Miami. The Dixie circuit has shifted Larry Dries from the Orlando Drive-In, Orlando, to the Victory in Savannah as manager, and has promoted Charles Ogburn, assistant at the Atlantic Drive-In, Jacksonville to the post of manager of the Orlando Drive-In.

B&H Promotes Jones

CHICAGO, April 26. — Frank A. Jones has been named corporate director of public relations for Bell & Howell, Chicago. Since 1953 he has been public relations manager of Consolidated Electrodynamics Corp., Pasadena, Cal., which in January was acquired by Bell & Howell through merger. B&H also has named Elizabeth Lyman as associate director of public relations for the combined companies. She has been public relations director for B&H since 1956.

'Unforgiven' Strong

Hecht-Hill-Lancaster's "The Unforgiven" rolled up a gross of $147,893 in the first three weeks of its premiere engagement at Loew's Capitol Theatre, it was announced by William J. Heineman, vice-president of United Artists.

'Hercules

(*Continued from page 1*

tives of Warner-Pathe, Ltd., d
tors of the film in the United Ki
Associated British Cinemas, Lt
other key exhibitors who wi
the attraction. The previous h
a film promotion budget here is
stood to be £30,000 ($84,00
pended on "Around the Worl
Days."

The large expenditure will
Levine's initial efforts in the
field at applying the mercha
approach which gained him n
in the United States with the
"Hercules."

Levine, in a radical departu
the normal exploitation appr
the United Kingdom, will n
his promotional forces behind
sive newspaper campaign, fe
full-page ads in Great Britain'
newspapers. Several of the
papers are now investigating t
sibility of introducing color to
dailies with "Hercules Unc
campaign.

Radio and TV Included

In addition, Levine plans to
his heavy newspaper campaig
considerable promotion via radi
mercial television, and expects t
ket with 24-sheets the metr
centers of London, Edinburgh
chester, Liverpool and Birming

Reopening Theatre

MT. GILEAD, O., April 26.-
Slavik is reopening his Capitol
tre, closed since Christmas, on
He will present a modified
through Monday policy.

RCIP Acquires Fil

"The Devil's Commandment,
ture production in CinemaSco
been purchased for domestic d
tion by RCIP, it was announ
Joseph Satinsky, president.

The finest carbons ever made..
NATIONA
TRADE-MARK
PROJECTO
CARBONS

y! Look Who's Coming Up The Mountain Road! See Pages 4 & 5

All News hat News

MOTION PICTURE DAILY

Concise and to the Point

NO. 82 NEW YORK, U.S.A., THURSDAY, APRIL 28, 1960 TEN CENTS

Official

ls Showmen Higher Film ıtals Threat

tem from New Guild Urges Pay-TV Fight

pecial to THE DAILY

LAND, Ore., April 27.—For d time in a week exhibitors ted against the possibility of n rent- sulting creased n costs ble to ements le with lywood and ions.

M. of San isco, of Own- merica committee, raised the ques-

Continued on page 3)

Roy M. Cooper

nount Releasing ule Formulated

om THE DAILY Bureau

YWOOD, April 27.—The on of Paramount Pictures' re- edule for this fall and winter ed the second session of the 's three-day national sales on at the studio here today.

nounced by George Weltner, ident in charge of world release schedule will see the

Continued on page 6)

n of Decency emns 'Expresso'

National Legion of Decency ed the British film, "Expresso which is being released in this by Continental Distributing, its "C" or Condemned Classi-

Continued on page 6)

IFIDA Says Parents, Not Government Should 'Classify' Films for the Young

The idea of classification of films for young people "by governmental fiat" was firmly rejected yesterday by the International Film Importers and Distributors of America in a statement issued following a special meeting here. The group represents 25 importers and distributors of foreign and domestic films.

At the same time IFIDA said the control of what pictures a child sees

(*Continued on page* 2)

MPEA's Board Weighs New India Film Pact

The board of directors of Motion Picture Export Ass'n. on Tuesday discussed the pending new film agreement with India covering imports and remittances. Expectations are terms of the new pact will approximate those of the old agreement which provided for importation of 75 per cent of the

(*Continued on page* 6)

Boren Reveals Terms Which WGA Rejected

By SAMUEL D. BERNS

HOLLYWOOD, April 27. — Fear of a "prolonged continuance" of the strike by the Writers Guild of America against the major producers was expressed here tonight by Charles S. Boren, executive vice-president of the Association of Motion Picture Producers following a meeting with the theatrical-films negotiating committee of the WGA. "We deeply regret," said

(*Continued on page* 3)

Testifies NTA Broke Up Film Packages for TV

A top executive for National Telefilm Associates, one of six film and TV companies charged with "block-booking" films to television, testified in New York Federal Court yesterday that he was always willing to break up a picture package "for the right price,"

(*Continued on page* 6)

'Wild River' World Bow At Victoria in Mid-May

Elia Kazan's '"Wild River" will have its world premiere at the Victoria Theatre here in mid-May. In addition, the 20th-Fox release will debut simultaneously at an East Side Theatre, yet to be selected. It is producer-director Kazan's first motion picture in three years.

Levine to Employ 80 Prints in Britain With Saturation Booking of 'Hercules'

By PETER BURNUP

LONDON, April 27.—No fewer than 80 prints will be employed in the saturation opening of "Hercules Unchained" in Great Britain this summer, as contrasted with the ordinary 30 prints, Joseph E. Levine, president of Embassy Pictures, said here prior to his departure tonight for New York. The showman had just concluded three days of discussion of his plans for a mammoth publicity campaign to launch the picture here.

The saturation distribution plan will commence July 31 with full cooperation of the ABC circuit and 45 openings in the London area alone. Within five weeks, Levine said, he anticipates grossing 70 to 75 per cent of his expected return.

ABC has pledged full support with its own point-of-sale campaign, including prizes to two lucky theatre managers and their wives of all-paid trips to New York. Levine also expects support from independent exhibitors and will kick off this facet of his campaign with a mammoth banquet for delegates to the Cinematograph Exhibitors Assn. conference next month at Folkestone.

To August 1

Extend Fox Studio Sale 90 Days More

Zeckendorf Firm to Pay $1,000 Daily for Time

A second 90-day extension of time has been granted a Webb & Knapp corporation for the purchase of the Beverly Hills studio property owned by a 20th Century-Fox subsidiary, it was confirmed yesterday.

The original 90-day extension of the purchase agreement will expire Saturday night. It provided, as does the new extension to Aug. 1, for payment to the 20th-Fox company of $1,000 per day by the Webb & Knapp company for the term of the extension. The daily payments are not applicable to the purchase price, when the ultimate closing takes place.

Under the terms of the agreement

(*Continued on page* 2)

See House Unit Action On Pay Before Senate

By E. H. KAHN

WASHINGTON, April 27.—Senate minority leader Dirksen (R., Ill.) indicated today that the House labor committee is expected to act on minimum wage legislation before the Senate does. He denied that there is an understanding on this point between the two party leaders in the Senate, but said that it has been discussed.

When asked directly whether "the

(*Continued on page* 6)

Wilby-Kincey Official Denies 'Trust' Charge

Special to THE DAILY

KNOXVILLE, April 26. — The use of large film-circuit buying power to take advantage of the local Pike and Tower theatres was emphatically denied here today by James H. Harrison, general manager of the Wilby-Kincey Service Corp. of Atlanta. The

(*Continued on page* 6)

PERSONAL MENTION

MOREY R. GOLDSTEIN and **EDWARD MOREY**, vice-presidents of Allied Artists; **L. E. GOLDHAMMER**, Eastern division sales manager; **ARTHUR GREENBLATT**, special sales representative, and **ROY M. BREWER**, manager of branch operations, will leave here today for Chicago.

•

JOSEPH BREEN, former Production Code administrator, is hospitalized at Phoenix, Ariz., where he is recuperating from an operation for a slipped disc.

•

EUGENE PICKER, president of Loew's Theatres, will leave here for Chicago by plane today, returning tomorrow.

•

THEODORE FLEISHER, president of Interstate Theatre Corp., Boston, will leave there with **MRS. FLEISHER** today for Europe.

•

ED SVICALS, vice-president of Trans-Lux Distributing Corp., now in Pittsburgh, is due back in New York next week.

•

OSCAR LICHTSTONE, executive vice-president of S.O.S. Cinema Supply Corp., will leave here at the weekend for the West Coast.

•

SAUL JEFFEE, president of Movielab Film Laboratories, will leave New York at the weekend for Hollywood.

•

LENNYE BOTWICK, daughter of **HARRY BOTWICK**, Southeastern district manager for Florida State Theatres, was married in Miami Beach to **MARTIN STEIN**.

•

C. G. PANTACES, branch manager for 20th Century-Fox in Albany, N. Y., has returned there from New Haven, Conn.

•

JOE FILIPOWIC, head of J F Film Service, will be married here tomorrow to **ELIZABETH MCCOLICAN**.

•

ALFRED HITCHCOCK will arrive in Singapore today in the course of his world tour.

Sponsor 'Can-Can' Bow

PITTSBURGH, April 27. – Tent Number One, Variety Club, will sponsor the premiere of "Can-Can" May 4 at the Nixon Theatre. An open house will follow the premiere at the Variety Club's Penn-Sheraton Hotel headquarters.

Classification

(*Continued from page 1*)

should remain in the hands of his parents and "we pledge ourselves to aid further in educating and informing the American parent." The group will do this, they said, "by submitting our pictures to previews by interested groups and by responsibly informing the public by our advertising of the content of our films. Where in our individual judgment a film calls for an 'adults only' policy we shall call upon our exhibitors to recommend that policy."

In addition other "reasonable" steps will be taken by IFIDA, the statement said, "that may be required to inform and educate our public."

The statement emphasized that IFIDA members "do not intend to reduce the intellectual content of our releases to a child's level. We submit that the American people are entitled to adult as well as children's films."

Fears 'Political Dictatorship'

IFIDA said it "firmly rejects" the concept of governmental regulation of mass media to determine what the American people can see or hear. "The logical extension of governmental censorship is political dictatorship and the loss of individual rights." Its members feel, they declared, that the laws against obscenity are sufficient to guard the public from such abuses.

In other business, the board of directors created a committee to investigate and check film rental receipts being turned in by exhibitors across the country. Michael Mayer, IFIDA executive director, said that although the checking drive will eventually become nationwide, a "test area," presently unspecified, will first be selected.

Sixteen of the 25 directors were present at yesterday's meeting.

Jersey Allied's Annual Convention July 25-27

Allied Theatre Owners of New Jersey will hold its annual convention July 25, 26 and 27 at the Concord Hotel, Kiamesha Lake, N. Y., Sidney Stern, president, announced. New Jersey Allied was host to national Allied's annual convention at the same place in 1957.

A regular meeting of New Jersey Allied has been scheduled by Stern for next Tuesday at the organization's new offices here.

$2,000,000 for 'Eat'

"Please Don't Eat the Daisies" has grossed over $2,000,000 at the box office in its first 148 engagements, according to M-G-M. Its engagement at Radio City Music Hall has already rung up over $700,000.

Siegel to Be Speaker At Editors Awards Fete

From THE DAILY Bureau

HOLLYWOOD, April 27. – Sol C. Siegel, M-G-M vice-president in charge of production has accepted an invitation to be a guest speaker at the American Cinema Editors dinner-dance on June 3 in the Crystal Room of Beverly Hills Hotel here.

The affair will be attended by A.C.E. members, major studio executives and celebrities to honor film editor nominees of both motion picture and television academies. Special awards will be presented to nominees by film and TV stars.

Sigman Named Head of Selznick Office Here

Sam Sigman, who for the past six and one-half years was with Paramount Pictures in sales and administrative posts, this week was named head of the Selznick Releasing Organization's New York office.

SRO currently has the "Duel in the Sun" reissue in distribution and has plans for adding other pictures to its schedule, Sigman said.

Steinberg Firm Plans 'Fortress in the Rice'

From THE DAILY Bureau

HOLLYWOOD, April 27. – Formation of Joe Steinberg Productions to film Benjamin Appel's novel, "Fortress in the Rice," in the Philippines this summer, was announced today. Part of the $400,000 budget will be received from Philippine interests in exchange for releasing rights in Southeast Asia, Japan, Australia and New Zealand.

Col. Meet on 'Stars'

Dr. Wernher von Braun will meet with Columbia Pictures home office executives today to discuss promotion of Charles H. Schneer's "I Aim at the Star," the story of the scientist's life. Dr. von Braun will also confer with the Columbia advertising, publicity and exploitation departments on his promotional activities in behalf of the picture, which was filmed with Department of Defense cooperation. Tonight, Dr. von Braun will be the principal speaker at the banquet of the 74th annual meeting of the American Newspaper Publishers Association.

To Film 'First Stone'

Writer Abby Mann and producer Stuart Millar have acquired the film rights to the best-seller, "Cast the First Stone," and have formed their own production company to make it for United Artists release. Mann will go to work on the script early this winter. He and Millar plan to start filming here in the summer of 1961.

Fox's Stud

(*Continued from page 1*)

entered into a year ago, the W
Knapp company paid the 20
company $2,500,000 to be app
the purchase price upon the h
ing of certain events, including
zoning of the 20th-Fox studio
erty to permit the residenti
business development planned
William Zeckendorf company.
have since been accomplished.

Further conditions provide
additional payment to the 20
company of $3,180,000 on
The terms of the sale and leas
by 20th-Fox of approximately 7
of the property on which the p
studio buildings are located
unchanged. 20th-Fox has the op
lease the studio portion of the
erty for 20 years.

Fox Could Receive $56,110,

Under the originally ann
terms of the deal it was stat
20th-Fox could receive a maxi
$56,110,000 over a 10-year
Total payments of $39,660,000
be made for 260 acres of real
over nine years, and $16,
would be paid during a f
period for the 75 acres contain
studios. The terms were subs
ly amended to increase the pa
to 20th-Fox slightly and to
slightly the term of payment.

The $2,500,000 already pai
the $1,000 daily for the time
sions, are not recoverable by the
& Knapp company.

UA Executives to
For 'Gantry' Previ

United Artists home office sa
promotion department executi
attend a special preview of La
Brooks' "Elmer Gantry" at the
Artists Theatre in Chicago
Leading the group will be Wi
Heineman, vice-president; Ja
Velde, vice-president in cha
domestic sales, and David V.
executive assistant to preside
thur B. Krim.

Division managers attending
Sidney Cooper, Central and So
Milton E. Cohen, Eastern and
dian, and Al Fitter, Western.
tion department executives
Fred Goldberg, national dire
advertising, publicity and expl
Burt Sloane, publicity manage
Chasman, advertising manag
Al Fisher, assistant exploitatio
ager. The group will return on

60 Keys Book 'Ho

United Artists' "The Gallant
starring James Cagney, ha
booked into 60 key situations
three-week period beginning
national celebration of Armed
Week, May 14.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

00,000 Budgeted IP for Promotion

rom THE DAILY Bureau

LYWOOD, April 27.—Ameri- ernational Pictures will spend num of $3,500,000 in all forms rtising to promote its product coming year, it was announced es H. Nicholson and Samuel ff at AIP's three-day national d advertising conference held o Studios here.

the up-grading in the qual- AIP product, as evidenced by ent announcement of a $15,- product expenditure for the year, our advertising budget be stepped-up accordingly," on stated.

ad budget will include a spe- ade paper campaign, Arkoff

e present time, AIP is utilizing arst Pictorial Living section ll-page, four-color ads cover- major markets. This is being ented by fan magazine adver- ts on regular basis. Other na- nedia, such as *Life, Look* and *urday Evening Post* are being d for inclusion in the budget h forthcoming AIP product as Must I Die?," Edgar Allen House of Usher," "The Rough e Smooth," "Goliath and the " and "Konga."

s. TV Corp. to Buy ons from NT&T

ontract has been signed for ontinent Television Corp. to e television station WDAF-TV lio outlet WDAF, Kansas City, or $9,750,000 from National es & Television, Inc. B. Gerald president of National Thea- d David C. Moore, president nscontinent Television, said in announcement it was a cash tion.

hase of the assets of National es' wholly-owned subsidiary is to the approval of the Federal nications Commission. The City stations are NBC affili-

Appoints Dancigers

r Dancigers has been appointed sor of European production nited Artists under Charles , UA vice-president in charge opean production, it was an- d by Arnold M. Picker, UA esident in charge of foreign tion. Dancigers left for Paris weekend to assume his new

ires Minter Films

usive distribution and repre- on rights for the United States nada to the complete output of Minter's Renown Productions gland have been acquired by ar Pictures Corporation, a new- ed company, it is announced hard Gordon, president of Tra-

Warns of Higher Film Rentals

(Continued from page 1)

tion in an address to the annual convention of Oregon Theatre Owners Assn. at the Benson Hotel here today.

Last week, TOA's membership Bulletin alluded to the same possibility, observing that "only time will answer (what) will be the effect on film rentals of the higher production costs entailed by the new (producers) agreements."

Points to SAG Terms

Reviewing the settlement terms of the new Screen Actors Guild agreement, Cooper reminded his listeners "If the negotiations necessary to reach new contracts with the striking writers, the Directors Guild and the craft unions involve similar payouts, we can anticipate some of this additional cost reflecting itself in film rentals."

Cooper expressed hope for increased production following settlement of the S.A.G. strike and said the means for it might be found in a continuation of the meetings begun recently by TOA's product committee with a liaison committee of the Screen Producers Guild in Hollywood. He said the meetings will be resumed quickly now that the S.A.G. strike has been settled.

He noted that exhibitors have had a 1960 average through April of only 17 pictures a month, compared to 20 a month last year, when exhibitors were feeling the product supply "pinch."

Optimistic Regarding Production

"Basically," he said, "I feel the outlook is most optimistic. Production resumed quickly in Hollywood with the end of the strike. Seven of the eight struck pictures are back before the cameras and every company has at least one picture at work. 20th Century-Fox is the first company to revamp its release schedule, now that there is no longer a need of holding back completed product, and has upped its releases during the summer period. The other companies are expected to follow suit. We will still be pinched for pictures but prospects for the full year again indicate no less than the 224 we managed to struggle through with in 1959."

Cooper also reviewed the subscription television situation for the exhibitor audience, terming pay-TV "a medium that, if it ever succeeded, could put us all out of business." He added, "We do not believe it will ever succeed, because all it will do is make the public pay for something it is now getting for free. . . . If pay-TV ever gets to the point that it can outbid free TV for programming, the talent will merely move from free TV to pay-TV."

'At Least a Year Away'

He estimated that the start of the RKO General-Zenith Radio pay-TV experiment planned for Hartford, Conn., is "at least a year away," and said that when "it is all over, the FCC will turn to Congress to ask if the experiment proved that pay-TV is in the public interest. If Congress says it is not, the whole test will be tossed out the window."

Cooper said Congress "alone holds the final decision on pay-TV and it alone can make the ultimate determination of whether pay-TV is in the public interest." He urged the exhibitors to ask their Senators and Representatives to work for the Harris bills to put closed circuit pay-TV as well as over-the-air pay-TV under FCC control.

Sees Decision Up to Congress

"We in TOA are campaigning for passage of these bills," Cooper said. "For when they are passed, . . . it will be left to Congress, many years hence, to decide whether pay-TV is in the public interest, or whether it is, as we feel, merely the money-making device of a small group of promoters who have no concern for the welfare of the motion picture theatre."

Reviewing exhibition's position on the new Federal minimum wage legislation, Cooper said the proposed compromise that would exempt "enterprises" grossing less than $1,000,000 a year is "meaningless, because the small circuit theatre in a town would be paying more than the small independent theatre in the same town.

"You know from experience that if a grocery store in your town pays higher wages than another grocery store, it isn't long before the second store has to match the wage increase in order to get help."

Calls Compromise 'Unworkable'

Cooper also said the so-called compromise that would exempt students and pensioners from coverage of the bill is "unworkable, involving complicated bookkeeping and would mean depriving a lot of loyal, part-time help of their jobs."

He urged the exhibitors to continue contacting their legislators urging their support for complete exemption for theatres.

Additional Briefs Asked In Screen Gems Suit

Judge William B. Herlands yesterday reserved decision after summations by both sides in the government's restraint in competition suit against Universal Pictures, Columbia Pictures and Screen Gems, being tried in New York Federal Court. Both sides were ordered to submit additional briefs by May 26.

The government charges the defendants with restraint in competition in the sale of films to TV, alleging that a competitor was removed in the field of film sales to television when Screen Gems acquired the Universal pre-1949 library.

'Kind' Gross $111,138

United Artists' "The Fugitive Kind" has grossed $111,138 for its first two weeks at the Astor and Plaza Theatres here.

PEOPLE

Margaret G. Twyman, director of the community relations department for the Motion Picture Association of America, will participate in a panel discussion at the Statler Hilton Hotel here today on the subject "Ethics in the Market Place." The program will be a feature of the annual conference of the International Association of Personnel Women.

□

Robert Daugherty, formerly film buyer for MCM Theatres, central Florida circuit, has joined Smith Management Co., Boston, which has acquired extensive theatre holdings along the Florida East Coast.

□

Donald E. Glover has been appointed by Crush International, Inc., to be its fountain division representative for lower Michigan and Northern Ohio. He will make his headquarters in Detroit.

Boren Tells of Offer

(Continued from page 1)

Boren, "that our efforts to settle this strike and to reach agreement on terms of a new contract have not been successful."

The proposals and counter proposals made at today's session will be studied and another meeting will be arranged by the two groups.

In his statement tonight, Boren declared, "We have negotiated earnestly in the hope of reaching a settlement, and have made the following offer to the writers:

"(1) A four-year contract with provisions for a 10 per cent increase in the minimum rate of pay for the first two years, and an additional 5 per cent for the second two years.

"(2) Contributions equal to 5 per cent of the writers' salaries, up to $100,000 per picture, for a pension plan and health and welfare plan on a basis comparable to the agreement recently concluded with the Screen Actors Guild.

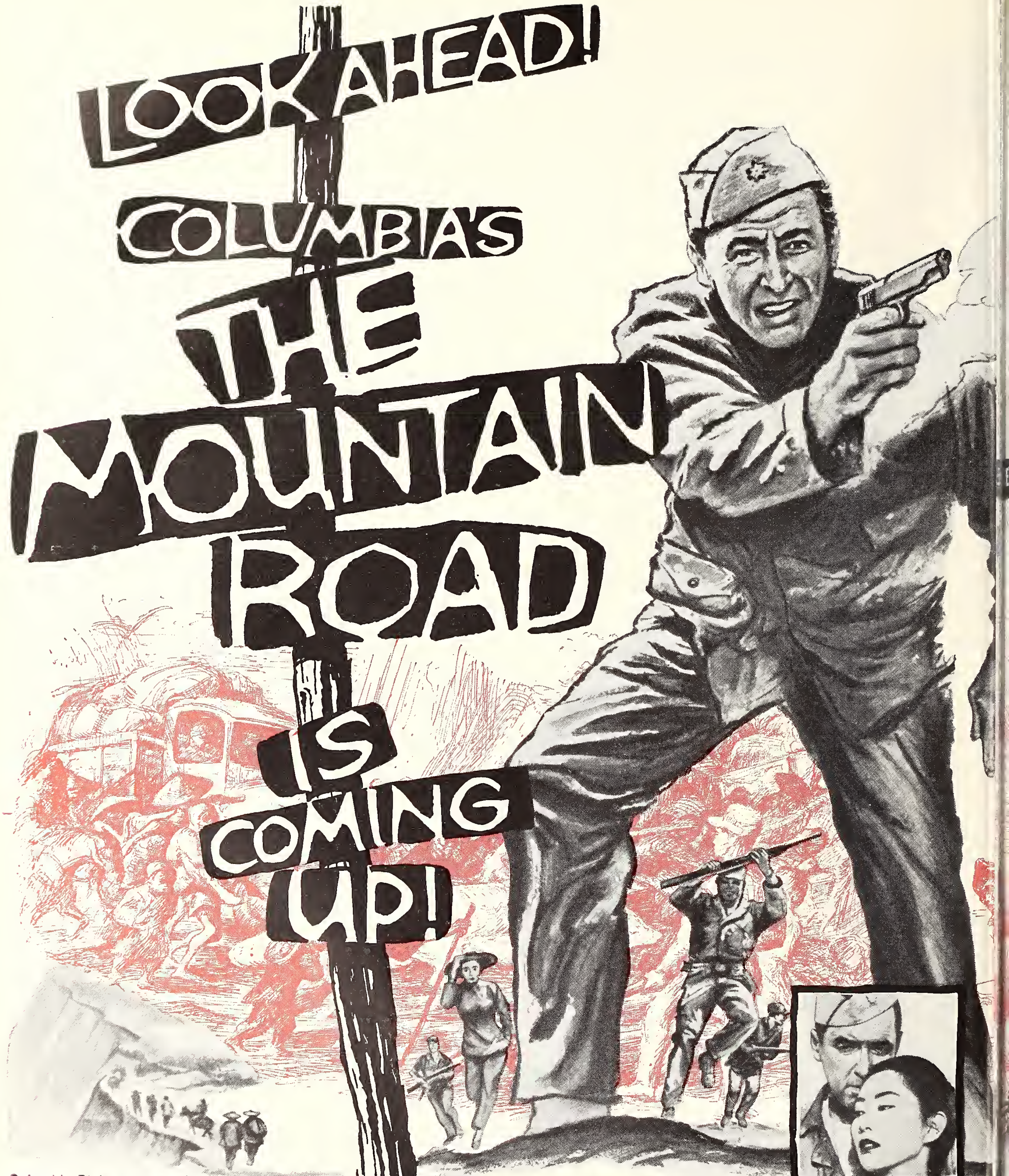
"(3) Past service credit payments to cover a two-year period in which the writers were not participants in the industry pension plan, in line with agreements made with SAG.

"(4) Payment of a lump sum to establish a health and welfare fund in line with the actors agreement.

"(5) Payment on post-1960 theatrical films released to free-TV equal to 2 per cent of the producers' return, this provision to run for six years.

"We asked the writers to accept the same principal relative to pay-TV that the actors and craft unions have accepted—namely, that theatrical exhibition is deemed to include any form of pay-TV."

The meeting between the AMPP and the Screen Directors Guild, scheduled for today, was postponed to a new date, still to be set, because of the continuing negotiations with the Writers.


LOOK AHEAD!
COLUMBIA'S
THE
MOUNTAIN
ROAD
IS
COMING
UP!

Columbia Pictures presents

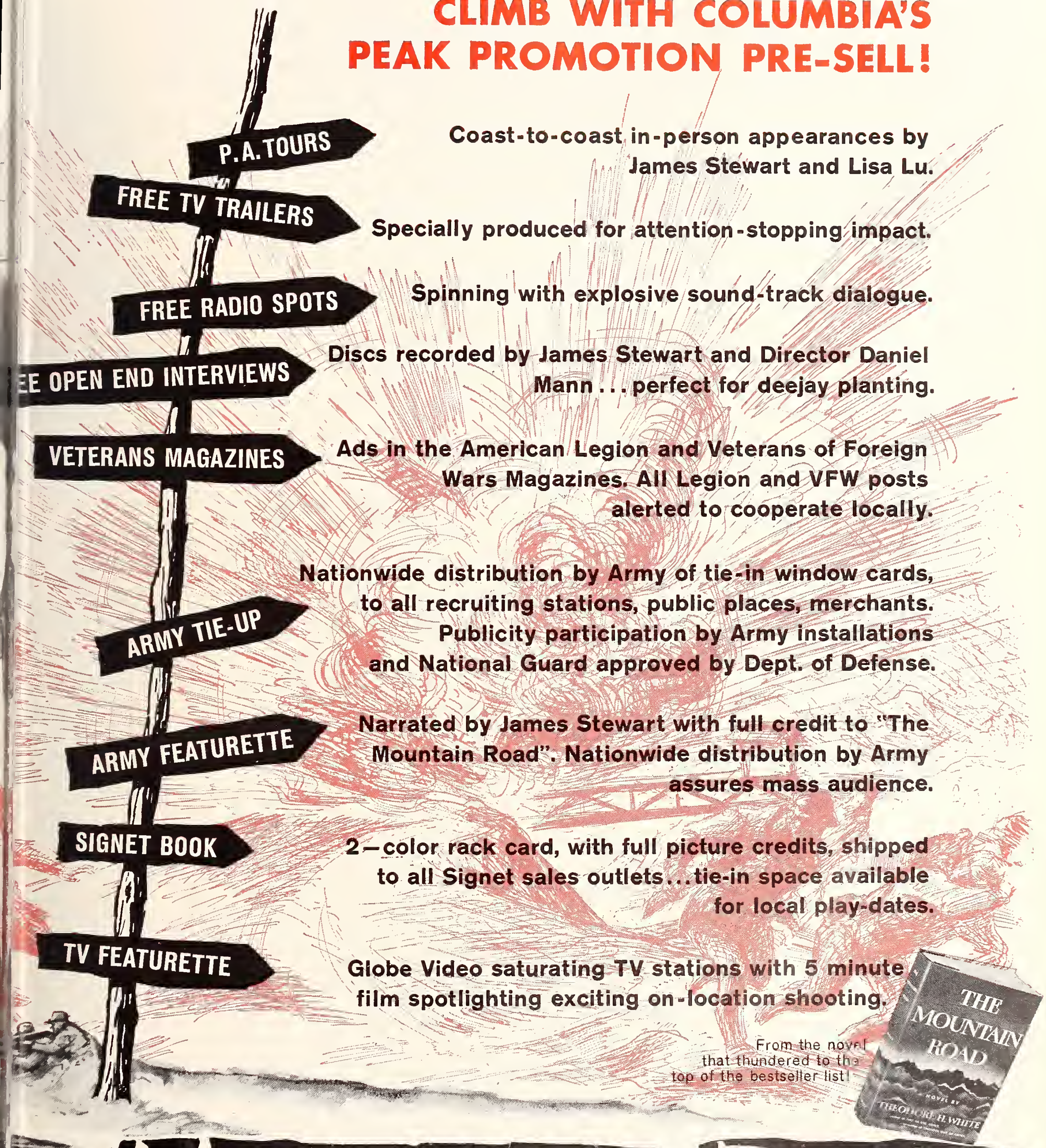
JAMES STEWART

CO-STARRING

LISA LU / GLENN CORBETT · HENRY (HARRY) MORGAN /

WATCH 'MOUNTAIN'

CLIMB WITH COLUMBIA'S PEAK PROMOTION PRE-SELL!


P.A. TOURS
FREE TV TRAILERS
FREE RADIO SPOTS
EE OPEN END INTERVIEWS
VETERANS MAGAZINES
ARMY TIE-UP
ARMY FEATURETTE
SIGNET BOOK
TV FEATURETTE
THE MOUNTAIN ROAD
A NOVEL BY
THEODORE H. WHITE

Coast-to-coast in-person appearances by James Stewart and Lisa Lu.

Specially produced for attention-stopping impact.

Spinning with explosive sound-track dialogue.

Discs recorded by James Stewart and Director Daniel Mann . . . perfect for deejay planting.

Ads in the American Legion and Veterans of Foreign Wars Magazines. All Legion and VFW posts alerted to cooperate locally.

Nationwide distribution by Army of tie-in window cards, to all recruiting stations, public places, merchants. Publicity participation by Army installations and National Guard approved by Dept. of Defense.

Narrated by James Stewart with full credit to "The Mountain Road". Nationwide distribution by Army assures mass audience.

2—color rack card, with full picture credits, shipped to all Signet sales outlets...tie-in space available for local play-dates.

Globe Video saturating TV stations with 5 minute film spotlighting exciting on-location shooting.

From the novel that thundered to the top of the bestseller list!

E MOUNTAIN ROAD

From the producer who stunned the screen with **'SAYONARA'!**

SCREENPLAY BY ALFRED HAYES / FROM THE NOVEL BY THEODORE WHITE / PRODUCED BY WILLIAM GOETZ / DIRECTED BY DANIEL MANN

National Pre-Selling

ACCORDING to Richard Marek reporting in "McCall's" May issue "Jazz on a Summer's Day," is one of the most beautiful films ever created. The picture was shot in and around Newport, Rhode Island, during the annual jazz festival, and features many of the greatest jazz musicians of our time. Among them are Louis Armstrong, Mahalia Jackson, Gerry Mulligan, Dinah Washington and many others. This Kingsley International film, shows Newport at its most glamorous. The audience sees sailboats, rare impromptu musicals, sunsets, parties and the serenity of life when the parties are over.

•

The sets of "The Story of Ruth," were used by "Look" in the May issue as opulent settings for a pictorial story of modelled swimsuits for 1960.

Color cameras were used, which took full advantage of the splendid sets constructed for this new Biblical film. The swimsuits have built-in devices, which improve on nature and make them sturdy and more wearable.

•

Yul Brynner, deep in Mexico near lofty mountains and flower bedecked gardens, took time out to be married while on location for "The Magnificent Seven."

"Life's" Mexican cameraman attended the wedding, which was reported in the April 25 issue. Yul married Doris Kleiner, a French fashion executive. "Life" says "30 movie people came to the party. After the ceremony guitarists strummed furiously, cocks crowed, tequila and champagne flowed, and the set all but went up in firecracker smoke."

•

John Wayne's "The Almo" and "The Mountain Road" starring James Stewart are advertised in the May issue of "The American Legion" magazine.

•

Ruth Harbert has devoted her entire monthly space in the May issue of "Good Housekeeping," to a review of "The Adventures of Huckleberry Finn." This is the 75th anniversary issue of this women's service magazine and it is about the same number of years since Mark Twain wrote his famous story.

In Ruth's opinion Eddie Hodges was the perfect choice for the role of Huck.

"He's blessed with unforgettable blue eyes," she says, "so alive they seem to have tiny candles burning behind them. And even more important, he plays Huck as a real boy—an active imagination, an adventurous spirit, self reliant and mischievous—with no trace of the brattishness or false cuteness one sometimes finds when a child 'plays a part'."

WALTER HAAS

See House Action on Wage Bill

(*Continued from page 1*)

stall is on" for the minimum wage bill, Sen. Dirksen denied that this is the case. He pointed out, however, that the Landrum (D., Ga.) subcommittee in the House plans to hear all of the 150 witnesses it has scheduled, and that this can be expected to be time-consuming.

It is also known that at least two members of the Senate labor committee are preoccupied with other political chores at this time. Sen. Kennedy (D., Mass.) is campaigning in West Virginia where a primary will be held on May 10. Sen. Morse (D., Ore.) is running in the Washington, D.C., presidential primary. It is assumed that this has been an impediment to labor committee chairman Lister Hill (D., Ala.) in calling a committee meeting.

Full Discussion Expected

Once the Senate committee starts to hold executive sessions on the bill, Sen. Dirksen seems to see no quick disposition of the wage bill. He noted that there are 10 different categories of amendments to the measure that will require full discussion.

Furthermore, if the Senate does not get the bill before mid-May, chances are that it will become very busy on other pending legislation. In that case, it would not be too unusual if the rule were to be invoked that bans most committee meetings except during the mornings on days that the Senate is in session. This would delay the bill still further.

Restaurant Group Opposed

In other developments, the National Restaurant Association opposed broadening the wage law's coverage and hiking the minimum in testimony before the Landrum subcommittee. President Walter Reuther of the United Auto Workers Union endorsed a pay hike.

Senate majority leader Lyndon Johnson (D., Tex.) asserted that a minimum of $1.25 hourly is "far too extreme" at present, but he said he thinks Congress has a special responsibility to pass a new wage law.

MPEA Board

(*Continued from page 1*)

films that came into the country prior to the establishment of the agreement.

Also discussed was the payment of the $400,000 I.M.G. allocation for Turkey, long overdue to the American companies, on which Turkish banks presumably are withholding payment. Participation in Mexico's 1960 film festival, to be held late in the year, was discussed without a decision being reached.

The meeting also considered new labor requests covering wages and hours for employes in Colombia and Pakistan without decision.

Wilby-Kincey

(*Continued from page 1*)

Wilby-Kincey circuit is one of the defendants in the million-dollar antitrust suit filed here by New Amusements, Inc., owned by Walter Morris, against three theatre companies and 11 major producer-distributors.

Harrison said he did not know of any plight within the New Amusements organization, namely the Pike and Tower theatres. "I wasn't too interested in what Mr. Morris was doing at the Pike and Tower theatres," he said.

Harrison was asked if he or his company controlled the film product, primarily first run motion pictures. "No sir," was his prompt answer to the cross examining attorney.

Harrison assured the Federal Court jury that Wilby-Kincey had not worked out any package agreement with his theatres to take advantage of the New Amusements operation of two suburban theatres.

Morris, owner of the plaintiff theatres, may take the stand before the end of this week.

NTA Heard

(*Continued from page 1*)

which was the prevailing price for the entire package in a specific market.

Harold Goldman, vice-president and general sales manager for NTA, stated during cross-examination that the most important point covered during his negotiations with over 1,000 TV stations was the pre-arranged price for film lots, not particular pictures within the groups. Once his customer agreed to pay the sum asked for a particular package, the customer could select as many or as few films as desired, the witness said.

Oliver Unger, NTA president recapped for the court the history of film sales to TV and said that in television's early days so few good films were available that salesmen had to pick up whatever they could, industrial films, foreign pictures, and extremely old stateside product. In those days, Unger said, stations were so "hungry" for films, salesmen actually sold them "by the yard, like ribbon."

Other companies charged with violating anti-trust laws in the sale of films to TV stations, are United Artists, Screen Gems, Associated Artists Productions, C & C Super Corp. and Loew's, Inc (M-G-M).

Stevens to Roach Board

HOLLYWOOD, April 27.–George Stevens has become the first member of the board of directors of Hal Roach Comedies, Inc., which will mark Roach's re-entry into production at the studio which he founded.

Roach has expressed the hope of getting a year's program of one-hour comedy television programs and features on the starting line by the end of June.

REVIEW:

Twelve Hours To Ki

Associated Prod.—20th-Fox

A crooked New York cop c
signals for a pair of killers wh
it a hot half day for a young
national who witnesses a mur
first day in America and then b
a police-inspired fugitive in "
Hours To Kill," a CinemaSco
ture of moderate length and int

This film begins and ends
chase. In the first instance Ni
ardos, the handsome Greek, ac
observes the machine gun ext
tion of a Manhattan hood who
tered about the sidewalk after a
ate fight. At the end of the s
a fictitious small town up the
where Minardos is sent to hi
the killers, he himself is the
character in search of conceal

Between these incidents M
meets and falls for a chic co
blonde Barbara Eden, and a
spires himself into top sprinting
fleeing the killers. Russ Conv
crooked police captain, fingers
the hoods but Grant Richa
"honest" cop with a short tem
long trigger finger finally rescu
ardos.

"Twelve Hours to Kill" w
on a Saturday Evening Pos
"Set Up for Murder," by
Stern. It was adapted for the s
Jerry Sohl, directed by Edv
Cahn and produced by John H
Running time, 83 minutes.
classification. Release, in Jur

SAUL

Paramount Releasi

(*Continued from page

Thanksgiving debut of Hal
"G.I. Blues," which mark
Presley's return to the screen
ing military service, and the
mas holiday opening of "Cind
starring Jerry Lewis.

Weltner indicated that b
Stark's "The World of Suzie
and Marlon Brando's "O
Jacks" will be releaesd on a
scale before the year-end to
for Academy Award nominati

Other pictures discussed a
readied for release during
winter period are "Under Te
"Blood and Roses," "The Sa
nocents," "A Breath of Scan
"The Boy Who Stole a Millio

Paramount sales and pro
executives from throughout
and Canada were guests
Lewis at the Moulin Rouge n
in Hollywood tonight.

The current convention w
up tomorrow.

Legion of Decency

(*Continued from page

fication with the following
noted:

"This film uses the cloak o
intent as purported justificati
tremely indecent and sugges
tuming and situations. In ad
unrelieved low moral tone
the development of the stor

All
News
hat
lews

MOTION PICTURE
DAILY

Concise
and
to the
Point

NO. 83 NEW YORK, U.S.A., FRIDAY, APRIL 29, 1960 TEN CENTS

:es Detailed

ıtron Deal ı in Week, .C. Is Told

o Keep Stipulation Is Overruled

By E. H. KAHN

INGTON, April 28–Skiatron ɜa, the firm licensed to ex- Skiatron pay-TV system, may egotiations with a potential program material, believed major film company, next

J. Purcell, attorney for M. Fox, head of Skiatron of told the Securities and Ex- Commission of this expecta- y, advancing it as a reason ng his request to keep secret e stipulation concerning the affairs of Skiatron Electro- Television Corp. until Fox his current negotiations. earing examiner Robert N. efused the request to keep

ontinued on page 4)

y Board Names er, Tryon, Escen

rdon Walker was elected a and a member of the executive mittee of the board of Walt roductions at a special board here yesterday. The meeting u of the regular meeting due

same time the board elected e E. Tryon treasurer of the

Continued on page 5)

Withholding Tax -Shot Entertainers

Special to THE DAILY

NY, N.Y., April 28.—Governor Rockefeller has signed without t, a Senate rules committee h amends the tax law, to per- thholding of income levies on of television stars and others

Continued on page 5)

ISION TODAY—page 5

Allied Artists' Product Line-Up Called An Opportunity for Record Grosses

Special to THE DAILY

CHICAGO, April 28.—From a product standpoint Allied Artists now has "the greatest opportunity in its history to roll up record-breaking grosses," Morey R. Goldstein, vice-president and general sales manager, will tell the company's national sales meeting here tomorrow. Delegates will gather at the Blackstone Hotel for the three - day convention, the first of representatives from all of the company's branches to be held since 1956.

Morey Goldstein

Heading the list of films Goldstein will discuss is "Pay or Die," and he will point out that it has already received acclaim from the trade press and top circuit heads around the country. A date is to be announced

(*Continued on page* 2)

Ask Minimum Pay Bill Reported by May 12

From THE DAILY Bureau

WASHINGTON, April 28. — In an executive session of the House labor committee today, the minimum wage bill was mentioned only to the extent that one Congressman expressed a hope that Chairman Barden (D., N.C.) would consult with Subcommittee Chairman Landrum (D., Ga.) and arrange to have a bill reported to the full committee by its next scheduled

(*Continued on page* 5)

'The Consul' Telemeter's First Production, Starts

A two-hour production of Gian Carlo Menotti's opera, "The Consul," is being recorded here for Paramount Pictures' International Telemeter division. It is the first project initiated by Jean Dalrymple, an executive producer for Telemeter, in the pay-TV programming development under the direction of Leslie Winik.

The American Federation of Musicians yesterday hailed the contract

(*Continued on page* 5)

U. S. Starts Rebuttal In TV Trial Today

Government rebuttal in the case against six film and TV companies charged with "block-booking" their pictures to television will begin today in New York Federal Court, following a session yesterday in which Judge Archie O. Dawson repeatedly warned witnesses about discrepancies between prosecution and defense testimony.

The judge was first provoked by answers given during cross-examination by Harold Goldman, vice-president and general sales manager for National Telefilm Associates. He was warned about giving "indiscriminate" answers.

United Artists Associates called

(*Continued on page* 5)

FIDO — British Lion Deal Brings to 297 Number of Films Kept from Television

By WILLIAM PAY

LONDON, April 28.—Acquisition by the Film Industry Defence Organisation of television rights to 76 films from British Lion brings to 297 the total of feature pictures that FIDO has secured since it was formed to stem the flow of such product to TV.

This was made known today with the release by FIDO of an interim report on its activities. The statement added that negotiations are underway for it to acquire 77 additional films. Under covenants made with film producers FIDO is guaranteed the pictures will not appear on television in the United Kingdom although they are still available for theatre exhibition.

FIDO is to pay British Lion £400,000 ($1,120,000) for the 76 pictures. In giving details of the agreement today FIDO said that payment will be spread out over several years. This way, it was explained, FIDO will be

(*Continued on page* 6)

Effective Now

Harrison Quits 20th-Fox Post; Norris Named

Assistant Sales Manager Is Promoted by Skouras

Alex Harrison has been relieved of his position as general sales manager for 20th Century-Fox at his own request, Spyros P. Skouras, president, announced late yesterday.

At the same time Skouras said C. Glenn Norris, assistant general sales manager, will assume the post of general sales manager immediately.

Alex Harrison

C. Glenn Norris

Norris, a member of the 20th-Fox sales staff since 1928, was termed by Skouras "a man who has served our company for the past thirty-one years in every phase of distribution and who, because of this sincerity, fine qualities of showmanship and leader-

(*Continued on page* 2)

Malco Theatres Plea for TV Channels Dismissed

From THE DAILY Bureau

WASHINGTON, April 28. — The Federal Communications Commission has dismissed applications for three new ultra-high-frequency TV channels by Malco Theatres, Inc., Memphis, Tenn. The company had applied for Channel 40, Columbus; Channel 65, Kansas City, and Channel 68, Davenport, Iowa.

Although the applications were unopposed, FCC dismissed them, as it rejected Malco's request to defer action for between six months and a year.

PERSONAL MENTION

WILLIAM J. HEINEMAN and James R. Velde, United Artists vice-presidents; Sidney Cooper, Milton E. Cohen and Al Fitter, division managers; Fred Goldberg, national director of advertising-publicity; Burt Sloane, publicity manager; David Chasman, advertising manager, and Al Fisher, assistant exploitation manager, will return to New York today from Chicago.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his associates, Bernard Levy and Al Sicignano, will return to New York today from Detroit.

•

Richard P. Brandt, president of the Trans-Lux Corp., will leave here on Monday for Puerto Rico and Aruba.

•

Lon Jones, publicity director for Charles H. Schneer Productions, will leave here tomorrow for London.

•

Max E. Youngstein, vice-president of United Artists, will return to Hollywood today from New York.

•

Ned Clarke, Buena Vista foreign sales manager, will leave New York today for London and Paris.

•

George Beattie, film buyer for the William Goldman Theatres, Philadelphia, has been married there to Lorraine Slass, a member of the staff of the Boyd Theatre.

•

David V. Picker, executive assistant to United Artists president Arthur B. Krim, and executive vice-president of UA Records, will leave New York at the weekend for Hollywood.

•

William Perlberg and George Seaton have arrived in London from New York. From there they will go to Berlin, Hamburg, Copenhagen and Stockholm.

•

Mrs. Wanna McCarthy has given birth in Limon, Colo., to a daughter. Father, Charles McCarthy, is owner of the Lincoln Theatre there.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYDN
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

Allied Artists

(Continued from page 1)

soon for the world premiere of the picture in New York.

Just completed is "Hell to Eternity," an Atlantic Pictures Production, and Goldstein will appraise the box office potential of this film for which a late summer release is planned.

Goldstein will also report on "I Passed for White," currently playing at the Palace Theatre, Cleveland, and soon to open at the Fox, Philadelphia; Roosevelt, Chicago; and Palms State, Detroit. "On the strength of its initial performance," Goldstein will say, "this is certain to be a top Allied Artists grosser."

For "Raymie," prospects are also high, according to the sales executive. It has been very favorably received in special screenings and plans are to open it in neighborhood multiple runs rather than first-run flagship theatres. In this way the company expects to capitalize on the support of women's clubs and other groups which have called it excellent family entertainment.

'Kittens' and 'Honeymoons'

Other product and releasing plans to be discussed by Goldstein will be Albert Zugsmith's "Sex Kittens Go to College" and W. Lee Wilder's "Bluebeard's Ten Honeymoons," both of which will be in release shortly.

Confining his talks to pictures already completed and currently scheduled for release, Goldstein will leave to Steve Broidy, Allied Artists president, the announcement of future productions for which plans have been completed, as well as stories and pictures under consideration. Broidy will address the gathering on Saturday. He will arrive tomorrow.

Col. Executives Will Meet in D.C. Next Week

Six Columbia Pictures sales executives will leave here over the weekend for Washington, D. C., to attend the first of a series of three sales meetings on Monday and Tuesday at the Shoreham Hotel.

Leaving from here are Rube Jackter, vice-president and general sales manager, who will chair the sessions; Milt Goodman, assistant general sales manager; Vincent M. Borelli, sales co-ordinator; Joseph Freiberg, administrative assistant to the general sales manager; H. C. Kaufman, exchange operations manager; and Saul Trauner, New York branch manager.

S.W. Corp. Dividend 30c

The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share on the common stock payable May 25 to stockholders of record May 9.

Film Ad Regulations Cited in Compo Series

Self-regulation of motion picture advertising by the industry is discussed by Compo in the latest of its series of ads in "Editor & Publisher."

The Compo ad, which appears in the issue dated April 30, says in part:

"Millions of ads for motion pictures appear yearly in newspapers, magazines, on billboards, in the lobbies of thousands of theatres. Applying the rules of the Advertising Code to this vast amount of material is no small task.

"One of the things that make the task difficult, of course, is that motion pictures deal, not with concrete objects like food or machinery, but with emotions and pictured actions that evoke emotions. Thus portrayal of the appeal of a motion picture in an advertisement sometimes provokes differences of opinion.

Cites Code Pledge

"Nevertheless, the hundreds of men and women who create advertising for the vast majority of films are pledged to work by the Code. Moreover, before publication, they submit their advertising copy and art for approval by an Advertising Code Administration.

"It is impossible to please everybody with all Code decisions. Opinions often clash. One set of extremists would like to return to mid-Victorian standards, for other extremists almost anything goes.

"What the industry strives to do is to keep film advertising within reasonable bounds of decency and morality—to make it reasonably acceptable to reasonable people. It believes it is succeeding."

Vogel, Wyler, Harareet To Attend Cannes Fete

Joseph R. Vogel, president of M-G-M, director William Wyler, and star Haya Harareet will attend the showing of "Ben-Hur" at the opening of the Cannes Film Festival May 4. The Academy Award winner will be shown "out of competition."

M-G-M's "Home from the Hill" is the official American entry, and director Vincente Minnelli will be at the Festival to represent the drama.

Four More Abroad for 'Hur'

Meanwhile M-G-M announced yesterday four more overseas openings for "Ben-Hur." It has been set to premiere in Lima, Peru, on May 6; Singapore on May 19; Manila on June 8, and Caracas, Venezuela, on June 28.

Openings have previously been set for Sydney, Australia, on May 5; and Melbourne on May 11. The film is already playing to capacity business in London, Tokyo, and San Juan, Puerto Rico.

Alex Harris

(Continued from page 1

ship has my complete and
hearted support as well as
each of our home office executi
Buddy Adler and his studio or
tion."

Norris first worked at 20th
company's Washington, D.C.
He subsequently served as n
of that branch, as Atlantic I
and Central-Canadian Divisio
ager and was named assistant
sales manager in April, 1959.

In his post as assistant sale
ager, Norris has directed th
policies for such specially-
20th-Fox attractions as "South
and the current "Can-Can."

Skouras praised Harrison, t
going sales manager, calling a
to "the faithful service he h
formed for the film company
past 25 years."

Harrison joined 20th-Fox i
as a poster clerk in the San F
branch and subsequently se
San Francisco branch manag
Angeles branch manager, hon
representative and western
sales manager. The sales e
was named general sales man
Mr. Skouras in 1956.

Harrison is currently vac
on the West Coast.

Para. Sales Meetin Concludes on Coas

From THE DAILY Burea

HOLLYWOOD, April 2
mount Pictures' first national s
vention in ten years, highlig
the announcement that the
would put 27 major films into
tion within the next 18 mont
to a close at the studio here la
wih the theme of "Success in
ties" underscored.

Key executives of the c
production, home office, dome
and Canadian organizations w
ered at the Paramount studios
ulate long-range sales and p
plans on an augmented pr
distribution program.

Officials Returning

Returning to New Yor
Barney Balaban, president;
Weltner, vice-president in c
world sales; vice-presidents
Pickman, Sidney Deneau a
Owen; Martin Davis, nation
tising, publicity and exploitat
ager, and Joseph Friedman,
tion manager.

Other home office executive
ing to New York were How
sky, assistant to Weltner;
Chumley, U.S. and Canadi
manager for Cecil B. DeMil
Ten Commandments"; E.
Berry, assistant to Owen; Jac
assistant to Deneau, and Albe
editor of Paramount World.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIr
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tin
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

APRIL 21, 1960

DAILY VARIETY DAILY

“‘PAY OR DIE’ the Borgnine-starrer will be another money-maker for Allied Artists!

IT COMBINES THE HEART OF ‘MARTY’ AND THE GUTS OF ‘AL CAPONE!’...and introes a new star, Zohra Lampert...”

—ARMY ARCHERD

The Allied Artists Sales Department meeting today in Chicago will see “PAY OR DIE” and hear the news about all the other BIG ONES coming from Allied Artists!

Skiatron Deal Seen in Week, S.E.C. Is Tol

Cost of Pay-TV System Cited In Stipulation

(Continued from page 1)

the stipulation secret and was sustained by the Commission when Purcell asked for a ruling on the point.

Initial Cost $2.9 Million

Costs of installing a wired pay-TV system are high, according to the stipulation. On the basis of 50 per cent acceptance by homes in a densely populated area, starting with 20,000 subscribers and increasing by 7,500 monthly, it is estimated by Fox's company to call for an outlay of $2.9 million, increasing at the rate of $622,500 monthly. It would cost $9,747,500 to service 102,500 subscribers. With a lower rate of acceptance, costs would be sharply higher. Actually, it is stipulated that $13 million would be needed to reach these 102,500 subscribers since there are other capital requirements not reflected in the $9-million-plus figure.

Seeks Shows Not Now on TV

The stipulation observes that any pay-TV system "will fail to have any commercial value unless it offers . . . programs of a type not available on 'free TV'." It notes that Fox had been in contact with potential program sources, and adds: "To name them or to indicate their reaction to pay TV might tend to generate an impression that such programs are available, when the fact is that all these questions hinges upon the ability" of Fox to "get a pay-TV system into operation of a nature sufficient in the long run to insure greater rewards to the originators of programs than those presently available to them through existing methods of distribution." It goes on to say that "funds, not presently available, may be required" to "capture various programs for pay-TV."

Financing operations and spending by Fox as Skiatron's licensee is looked at in the stipulation. As of June 30, 1959, this organization which has no physical plant, equipment, machinery, or other facilities—has incurred about $4,650,000 in obligations. It borrowed about $2.9 million, and has other obligations, including about $1.1 million in interest charges. General trade creditors are owed about $450,000, Skiatron is owed about $245,000, and there are other debts, including salaries, totaling $1,055,000. In addition, there are a number of other heavy obligations to potential programming sources.

Payment by Fox Provided

The document notes that Skiatron's 1954 contracts with Fox are its "principal assets," since through them Fox "assumed responsibility for the commercial development and exploitation of a subscription-television system." It also provided for payment by Fox's organization to Skiatron of 5 per cent (later reduced to 2½ per cent) of the gross revenues received from the public, and 50 per cent royalty on licensing the manufacture of equipment under Skiatron patents. Fox agreed to advance $300,000 to Skiatron, repayable from royalties.

Income Sources Limited

The stipulation asserts that Skiatron "relies almost entirely on the obviously speculative possibility" of commercial exploitation of its pay-TV system. Aside from this, its sources of income appear limited. Its gross has been about $500,000 a year, and for the past two years has been profitless.

It notes, too, that Fox's company "under its franchise has and does exercise almost sole discretion in determining how funds have been and are to be spent and the details of the transmission system to be employed."

The stipulation notes that in addition to separate charges for programs viewed on Skiatron's wired-pay-TV system, a monthly charge of $4.33 would be made to each subscriber. Skiatron would receive no royalty income from this.

Hurok Pact Outlined

Program commitments of Skiatron of America include an expenditure of almost $215,000 (up to June 30, 1959). This includes about $164,000 paid to Hurok Associates as consultant fees and in consideration of Hurok using his efforts to negotiate agreements between the Fox firm and artists affiliated with Hurok to offer the TV, kinescope, and movie rights to Skiatron of America before offering them to others. In this connection, the contracts said: "Neither Hurok nor anyone of the Hurok corporations represents that it has the right or power to make any agreement on behalf of any of its artists or attractions or to enter into any agreement with Skiatron for exclusive presentation of any such artist or attraction for television." Though this contract was terminated by mutual agreement, the Fox firm can reinstate it "when, as and if it commences operations of its subscription television system."

A contract with the National Exhibition Company (San Francisco Giants) involved a payment of $750,000 and a commitment to make payments of $2 million a year. The contract is now in default by reason of failure to commence operations and to make the required payments. Terms of the original agreement called for payment to NEC of $7 million through April 1, 1960. By October 1, 1961, the Fox firm would have been required to pay or owe a total of $9,250,000 pursuant to the contract.

Outstanding Debts Considerable

According to the stipulation, Fox and Skiatron of America have at least $1 million in outstanding debts which have been reduced to judgments by the courts. Fox is further indebted by about $3 million to various lending agencies and individuals. "A substantial amount of the loans representing such indebtedness are in default, and, at the present time, Fox does not have the available resources to reduce such obligations or substantially cure such defaults." In addition, the stipulation says, he does not now have any fixed or liquid assets which can be readily used as collateral for future loans. "A solution for Fox's financial difficulties is therefore a condition precedent to the development, promotion and operation of a subscription television system" by his firm for the benefit of Skiatron Electronics.

L. A. Dodgers in the Picture

The stipulation also notes that $370,000 was advanced by Fox to the Los Angeles Dodgers in order to keep open the negotiations between Fox and that company looking to obtain the club's ball games for pay TV.

There is no contract or agreement between the Fox firm and the Dodgers.

The stipulation states, too, that Fox's organization assumed obligations of about $1,000,000 (of which $300,000 was paid) in connection with the filming and taping of various Bolshoi Ballet performances.

As to Skiatron Electronics itself, the stipulation says that it "has no available source of income at the present time sufficient to enable it to finance with its own resources a subscription television system. It must rely upon Fox and/or Skiatron of America, Inc., or some successor to the 'Fox franchise'."

Installation Capital Sought

There is a detailed discussion in the stipulation of the need for capital in installing a wired-TV network, manufacturing equipment, and "to restore financial stability" to the Fox firm.

The stipulation concludes by saying that although "revenues hoped to be derived from subscriber viewing of programs are the major source of potential income" for Skiatron, all income over and above the 2½ per cent royalty on proceeds from the actual viewing of programs transmitted via

May Bar Baseball Pay-TV From New Stadium Here

Pay-TV of the baseball games to be played at the new third major baseball league stadium to be built in Flushing Meadow Park, New York, should be prohibited, Abe Stark, City Council president, declared here yesterday. He asked that a provision to this effect be adopted by the city's Board of Estimate when it orders that formal plans be drawn for the $15,000,000 stadium, which will seat 55,000 persons.

Company Ca Fox Contra Chief Asse

the wire system are payable t tron, and accrue to the benefit Fox organization and others.

Purcell told the hearing that lication of these facts, while of today, might be complete roneous as of a week from toda noted that in the past month have been very serious negoti with a major public company sist to provide programming if completed, would make sc the facts referred to in the stip "completely erroneous." He that the negotiations are very d that the companies involved ha meetings on proposed agreeme their boards of directors, and th had met yesterday and today w firm.

Supported by Landis

Purcell added that the agre "probably will be finalized week." He offered the opinio making the stipulation public time may have serious advers sequences to the negotiations cell's belief was echoed by SEC chairman James M. Lan torney for Skiatron. He said th sent negotiations are "of consi significance," and that it wo unfortunate to take any action out awaiting the eventuation o other matters. Julian Jawitz, a for Skiatron president Arthur chimed in, saying that he has working night and day" with th pany's counsel "to revise agreements that we had to rev that Fox could negotiate. He sug that the hearing be adjourned f week.

Opinion by Hislop

Examiner Hislop noted th stipulation was being entered of taking evidence in public h and ruled that the stipulation, cepted, should become public.

The hearings, which have b progress over a period of months during which tradin been suspended in Skiatron st the American Exchange, involv examination into the adequacy a curacy of stock registration fil Skiatron with SEC.

'Ben-Hur' to Charlo

CHARLOTTE, April 28. – Hur" will open at the Plaza T here in June 9. The showing, the country's first in 35mm., w be the first in the Carolinas. The be two shows a day and all sea be reserved. The film is expec run for several months.

e Consul'

ontinued from page 1)

nto with Telemeter for the of "The Consul" as a "pio- abor agreement in pay-tele- tablishing a new high in r recording musicians and -making guarantees for the use of live music, together nibitions against 'run-away' ng."

n Kenin, AFM president, under the Telemeter contract ians are being paid not less per session, plus a five per sion-welfare contribution. A is three hours of recording, not more than 30 minutes ted music score.

Bargaining Pact Set

the terms covering the ini- opera, Telemeter agrees to a two-year collective bar- agreement for the employ- musicians in all of its produc- e company has agreed, Kenin it will utilize only live music ts pay-TV productions. Addi- all of its music will be per- oy U.S. and Canadian musi- ess the locale is set and the r filming is done outside the Canada.

enting on the agreement, id, "We are particularly grati- rovide our service in this pio- field under such favorable d conditions."

y Board

Continued from page 1)

and Donald A. Escen assist- urer and controller. The elec- ere held to fill vacancies by the recent resignation of ase to accept a position out- entertainment industry.

er, who is presently vice-pres- charge of advertising and as been with the company 38. Tryon has been with the since 1938, coming from aterhouse & Co. to accept a on the studio accounting staff. also holds the post of Treas- Disneyland, Inc., to which he cted at a Disneyland Board ; Tuesday last, again succeed- se. Escen has been with Walt Productions since 1949.

Dividend Declared

board also declared a quarterly vidend yesterday of ten cents re on the common stock, pay- ly 1 to stockholders of record 7.

mum Pay Bill

Continued from page 1)

ve session, May 12. Chairman , an opponent of hiking the m wage who is not standing election, was non-committal on int.

possible, however, that the ttee may schedule a special ex- meeting on May 4, the day notion picture industry repre- es testify.

Eastman Kodak Looks To Good 1960 Results

Sales and earnings of Eastman Kodak Co. in 1960 will compare favorably with those of 1959 if there is no general business downturn, Thomas J. Hargrave, chairman, told the company's annual meeting of stockholders in Flemington, N. J., this week.

In 1959 Eastman had earnings of $124,680,064, or $3.23 a share on sales of $914,100,000.

Albert K. Chapman, president, said sales of amateur photographic products were hurt by bad weather this spring and coupled with increased competition in the chemical field held down profits and sales somewhat in the first quarter. He said the company will spend $55,000,000 this year on research and development, in a rough proportion of three for research and two for development.

N.Y. Withholding Tax

(*Continued from page* 1)

making highly remunerative one-time appearances in New York State.

Closing a hole in the present tax statute, the measure provides in effect, that entertainers, boxers and others who have earnings in New York as a result of contracts for personal services shall be considered employes. Film stars filling one-shot television dates will be among those affected.

The legislation, introduced March 15 and finally approved March 31, sets forth that for the purpose of collecting personal income tax or wages at the source, any person having control, receipt, custody, disposal or payment of compensation taxable and earned by a non-resident for personal service, shall be deemed an employer.

It further provides that: any compensation subject to personal income taxes and earned by a non-resident for personal services shall be wages: non-residents entitled to compensation subject to personal income tax and earned by him for personal services, shall be held an employee.

The State Tax Commission will draw rules to insure that it shares in these earnings by withholding the taxes. The bill becomes effective immediately.

U. S. Starts Rebuttal

(*Continued from page* 1)

John Leo, former sales manager, whose testimony, the government claimed, conflicted with statements made earlier in the trial by seven television executives called by the prosecution. Leo denied that statements made by the earlier witnesses were true, and added that he telegrammed stations around the country informing them of his film sales policy.

Another witness, Seymour M. Peyser, director, vice-president and general counsel for United Artists Corp., was accepted by the court as an expert on licensing films to television, despite government objections. He said company policy was to sell as many or as few films as stations desired, and he remarked that generally stations needed and wanted as many films as they could get.

Television Today

National Telepix Gets Rights to Comedies

World distribution rights to 400 Hal Roach comedy features and 78 "Our Gang" silent pictures for television syndication have been acquired by National Telepix, Inc., David Dietz, president of the company, announced at a trade press luncheon here yesterday.

Featured in the group are 400 Laurel and Hardy, Charlie Chase, Andy Clyde, Billie Bevan, Snub Pollard, Ham and Bud, Will Rogers, Lionel Barrymore, Slim Summerville, Jackie Cooper, Mabel Normand, Ben Turpin, Mickey McGuire (Mickey Rooney), Harry Langdon, Billie West and the Keystone Cops. Each unit has been trimmed to run 13½ minutes and will have sound effects tracks and original music composed and conducted by Jack Saunders.

Dietz declined to state the price he paid the Hal Roach receivers for the library, but estimated his own cost to prepare the pictures for television syndication at $2,500,000-$3,000,000. To date, 22 "Our Gang" units have been scored, with a balance of 56 to be completed at an average of seven per week over the next eight weeks.

Says Demand Is Heavy

Dietz said he has been receiving "heavy" requests from television stations across the nation and in England for a look at the pictures in the package. All pictures are 16mm and will be screened by West Coast television executives upon Dietz's arrival next week. He emphasized that he owns all distribution rights exclusive of theatre rights and will aim his package primarily at TV stations here and abroad.

Dietz is also president of D & F Distributors, Inc., distributors of foreign films. His associates in National Telepix, Inc., are Arthur Jarwood, vice-president, and Chauncey S. Olman, secretary-treasurer.

Mounted Police Series Bought for U. S. TV

"R.C.M.P," reportedly the only dramatized treatment of the Royal Canadian Mounted Police ever to receive its official endorsement and cooperation, soon will be seen on American television in 39 half-hour programs, according to Earl Rettig, president of California National Productions, whose NBC Television Films division will distribute the series in the U.S.

The series was produced by Crawley Films, Ltd., under contract with the Canadian Broadcasting Company, the British Broadcasting Corp. and Crawley, McConnell, Ltd. It soon will begin airings on the BBC in England and on the Australian Broadcasting Corp. TV network. Foreign distribution rights have been assigned to Fremantle International, Inc.

Who's Where

Merritt Coleman has been appointed CBS-TV network vice-president and business manager, talent and contract properties, in Hollywood, succeeding **Philip Feldman**, who is leaving to join Broadcast Management, Inc. as executive vice-president. Salvatore Iannucci has been named to succeed Coleman as director of business affairs for the CBS-TV network.

□

Hugh Graham, newly-appointed director of live operations for the CBS-TV network, has announced the following appointments in the network's operations department:

James Hesen, formerly director, West Coast live operations, will switch to New York as assistant director of live operations. **Robert Hennessy**, formerly director of financial services, will become director of studio operations. **Robert M. Hammer**, formerly technical manager of recording services, will assume duties as manager of technical planning.

□

Philip Luttinger has been named assistant director of research for the CBS television network. He has been research projects supervisor since he joined CBS in March, 1959.

Filmed 'Macbeth' Set For Hallmark Series

George Schaefer has announced that he will produce and direct a two-hour television production of Shakespeare's "Macbeth" on location in England and Scotland this summer for showing in color on the NBC-TV Hallmark Hall of Fame series during the 1960-61 season.

Reported to be the first two-hour dramatic "special" to be done abroad specifically for TV, the program will star Maurice Evans in the title role and Dame Judith Anderson as Lady Macbeth. Miss Anderson won an "Emmy" award for her characterization of Lady Macbeth in a live production of the same play sponsored by Hallmark in 1954.

Previously, the Hallmark series has presented six Shakespearean plays, beginning with a two-hour "Hamlet" in 1953. Schaefer has directed five of the productions, including this past season's "The Tempest."

Moline Permit Denied

WASHINGTON, April 28.—A Federal Communications Commission, hearing examiner today voted to deny Tele-Views News Company's application for Channel 8, Moline, Ill. He would give it to Community Broadcasting Co.

Five applicants sought the license for the channel.

PEOPLE

Mrs. Myrtle Cain, a charter member of the Kansas City chapter of Women of the Motion Picture Industry, has been appointed by the board of directors of that organization to fill the unexpired term of recording secretary left vacant by the resignation of **Edna Cox**, of Jacksonville, who has left the industry.

□

John Anselmi and **Fred Magana** have purchased the Motor Vu Drive-in Theatre, Cheyenne, Wyo., from the former owner, **Teno Roncalio.**

□

Joe Johnson, formerly in the booking department of Columbia Pictures, Atlanta, has joined Martin Theatres there in the same capacity.

□

Clarence Files has taken over operation of the Starlite Drive-in Theatre, Grand Junction, Colo., from William Moore.

□

Greta Cochran has joined the staff of Wil-Kin Theatre Supply Co., Atlanta, as secretary.

□

Michael Harris, a recent graduate of the UCLA law school, has joined the Hollywood legal staff of the Mirisch Co.

'Spartacus' Booked into McVickers in Chicago

Universal Pictures has concluded a deal with the McVickers Theatre in Chicago which will bring the Bryna Production "Spartacus" into the McVickers on Oct. 13 for a two-year roadshow engagement, it was announced by F. J. A. McCarthy, director of sales for "Spartacus" and Aaron and John Jones, owners and operators of the theatre.

'Subterraneans' to Bow In San Francisco June 23

Arthur Freed's "The Subterraneans," an M-G-M release starring Leslie Caron and George Peppard, will have its world premiere in San Francisco at the Stage Door Theatre on June 23.

Much of the film was shot on location in the North Beach area of the city. Plans are underway for a contingent of stars to attend the event.

'Jack' Hit at Guild

The British Boulting Brothers' comedy, "I'm All Right, Jack," is doing record breaking business at the Guild Theatre. On its opening day, Monday, April 25, it did $1,443; on the second day, despite rain and storm, the picture drew $2,692. The film is reported to be out-pacing all other Guild Theatre attractions except "The Queen Is Crowned."

NT&T Division Heads End Their Meet Today

From THE DAILY Bureau

HOLLYWOOD, April 28. – Reviewing consolidation problems of its Intermountain and Midwest divisions, as well as Pacific Coast operation from San Diego to Seattle, also plans to stretch playing time to relieve the current shortage of product, National Theatres and Television, Inc., is currently conducting a division managers meeting which ends tomorrow at the company's Beverly Hills home offices.

Leve Chairman

The meetings, presided over by M. Spencer Leve, vice-president in charge of theatre operations, will continue on a local basis in Los Angeles, San Francisco and Denver in June.

Among those sitting in on the sessions are division managers, William Thedford, Pacific Coast area; Robert Selig, Intermountain-Midwest area; and aides M. A. Lundgren and Bob Smith of Los Angeles; as well as NT&T film buyers and bookers headed by Gordon Hewitt.

John Kerr Keynoter at Goldwyn Awards Fete

From THE DAILY Bureau

LOS ANGELES, April 28. – The Theatre Arts Division of the University of California at Los Angeles today announced the selection of stage and screen star John Kerr as the keynote speaker for sixth annual Samuel Goldwyn Creative Writing Awards presentation scheduled for UCLA on May 4.

Dr. George Savage of UCLA, chairman of event, said the university had selected the 28-year-old actor "as the ideal person to speak to your writers." Kerr has received his Bachelor of Arts degree from Harvard and his master's degree in Russian literature from Columbia.

Goldwyn Address Slated

Goldwyn will also speak at the event and personally present the creative writing awards to winning UCLA writers.

'Othello' Opens May 15 At the Playhouse Here

The American premiere of "Othello," made in the U.S.S.R. and distributed here by Universal-International as part of the cultural exchange, will take place at the 55th Street Playhouse here on Sunday evening, May 15.

'Sheba' Gross $508,932

"Solomon and Sheba" has grossed a tremendous $508,932 for just one week in 41 circuit bookings in the Metropolitan New York area, it was announced by United Artists. Circuits represented include Brandt, Century, Fabian, Florin, Island, Loew's Prudential, RKO, Rugoff and Becker, Skouras and Triangle.

FIDO Report

(*Continued from page* 1)

able to stay in a strong financial position and make other large-scale film purchases as opportunity arises.

At the present time FIDO has an annual income of over £400,000 which comes from a levy on exhibitors.

Seen as Reply to Critics

The trade viewed the report today as a strong reply from FIDO to its critics who have claimed the organization is not doing a good job in keeping films off TV. At the same time the deal with British Lion revealed producers were given a "fair and equitable" price for their TV rights. Exhibitors hope the company will reinvest its proceeds in future film production.

Barr Named Interstate Adv.-Pub. Director

Special to THE DAILY

DALLAS, April 28.—Executives of Interstate Circuit, Inc. and Texas Consolidated Theatres today announced the appointment of Francis Barr as director of advertising and publicity for the theatre chain, and named the long-time head of the department, Frank O. Starz, advertising and publicity director emeritus. The announcement was made jointly by Raymond Willie, vice-president and general manager of Interstate Circuit, Inc., and W. E. (Bill) Mitchell, vice-president and general manager of Texas Consolidated Theatres. The change is effective May 1.

In the Post for 37 Years

Starz, who has been in charge of the department for 37 years, will function in an advisory capacity for the circuit and handle public relations activities. Barr, with Interstate 27 years, has been assistant to Starz for the past six years.

N. C. Drive-in to Open

CHARLOTTE, April 28.—The Fox Drive-in Theatre will open here about May 15 on the site of the former North 21 Drive-in. The theatre will boast the largest screen in Charlotte, will have new projection and sound equipment, new concession and lounge rooms for patrons and a new marquee. It will accommodate about 400 automobiles and will be operated by H. B. Meiselman.

Ellis Acquires 'Day'

Ellis Films announces the acquisition of "The Great Day," a Spanish film soon to be released here, starring the boy actor, Miguelito Gil and made by the writer-director team, Vicente Escriva and Rafael Gil.

'David' in L.A. Bow

LOS ANGELES, April 28.—"David and Bathsheba," 20th-Fox re-release being launched with a special new campaign, opened in 40 theatres in this area today.

'Daisies' Sets 2-Week Record at Music Hall

Following its record-smashin
er week of $227,884, "Pleas
Eat the Daisies" has establishe
MGM record for two cons
weeks. The box office gross o
258 for its fourth week, endin
nesday, brought the 14th day
$424,142.

The business was the best
week for any MGM film in
tory of the Music Hall and top
opening weeks for all but tw
the summertime engageme
"High Society" and "North By
west."

Boston Cinema Lo
Sets Installation Fe

Special to THE DAILY

BOSTON, April 28.—The an
stallation of officers and dinne
of the Boston Cinema Lodge
B'rith for the 1960-61 season
held May 11 at the Hotel
Roof, it has been announced b
Schwartzberg of American
Corp., chairman. His committ
sists of George Roberts of Rifl
atres, and Harry Segal, branc
ager at United Artists.

Top Officers to Be Instal

Those installed will be Ca
man, president; William Kum
vice-president; Edward W. Li
ond vice-president; Joseph W
vice-president; Melvin Davis,
ing secretary; Joseph Hochber
cial secretary; Louis Katz, t
Melvin Safner, warden, and
Waldman, guardian.

Approve Amendme
Foreign Investmen

From THE DAILY Burea

WASHINGTON, April 2
Ways and Means committe
formally approved the amend
made last week to the foreig
ment incentive act, H.R. 5.

The changes would limit
tax-deferral provisions to
earned and reinvested in le
oped countries. The "gross-u
respect to dividend income
deferring foreign business cor
would be eliminated. Films ta
vantage of the bill's tax p
would be required to meet t
standards of the foreign co
which they operate.

Atlanta WOMPI E

ATLANTA, April 28. – Je
lins, of Theatre Service, h
elected for a second term as
of the local chapter, Wome
Motion Picture Industry. Ot
cers named are: Juanita Elwe
Bailey circuit, vice-president;
Bryant, National Screen Ser
cording secretary; Lois Cone,
tin Theatres, secretary, and
Hinton, of Kay Exchange, to
term a treasurer.

ll
News
hat
ews

MOTION PICTURE
DAILY

Concise
and
to the
Point

NO. 84 NEW YORK, U.S.A., MONDAY, MAY 2, 1960 TEN CENTS

's Meet

idy Lists Top Films A-A in '60

ansition from Small s Near Completion

n THE DAILY Bureau

3O, May 1.—Allied Artists' ntion here yesterday heard dy, president, declare that ny is now approaching the of its transition to a big icy, of which there will be this year.

ng his statement with an AA's production plans for 2 months, Broidy stated: ires now on our planning all important properties. future exceptions to this l be unusual subjects in m budget category, but ng showmanship qualities ise of wide audience ap-

ontinued on page 2)

ectors Up for tion at Fox

of ten directors will be the usiness at the annual meet-th Century-Fox scheduled lay 17, stockholders were a proxy statement released kend.

ed as directors are Colby r, Robert L. Clarkston, Hastings, Robert Lehman, IcCann, William C. Michel, Pappas, B. Earl Puckett Skouras and Gen. James A. All are presently board

te remuneration paid to

ontinued on page 2)

nd AMPP Talks e on Coast Today

n THE DAILY Bureau

WOOD, May 1. — The meeting between the Di-ild of America and the As-of Motion Picture Produ- had originally been sched-the past Wednesday, has eduled for tomorrow after-MPP headquarters here.

WGA-W Rejects Offer Of TV Film Makers

From THE DAILY Bureau

HOLLYWOOD, May 1. — The Writers Guild of America, West, has rejected proposals made by seven television film companies, who were joined in an eleventh hour move by 16 members of the Alliance of Television Film Producers before the guild member-

(*Continued on page* 3)

SMPTE CONVENTION SECTION

PAGES 4-8

87th SMPTE Convention Opens Today; New Techniques for Films, TV Is Theme

From THE DAILY Bureau

HOLLYWOOD, May 1.—Members of the Society of Motion Picture and Television Engineers began arriving here at the weekend for their 87th semi-annual convention at the Ambassador Hotel. Registration was held today; sessions begin tomorrow and continue through Friday.

Theme of the meeting is "New Technique for Films, Television and Video Tape."

More than 1,000 scientific representatives from the East and West will be on hand to hear the results of research developments reported in some 50 special papers, as well as shown in the 5,000 square feet of exhibit space featuring new equipment. Among the scientists scheduled for talks are: Krafft A. Ehricke of Convair Astronautics and an associate in the development of the German V-2, whose subject is "Photoreconnaissance of Our Solar System"; a team of scientists from Japan, Norkazu Sawazaki, Motoi Yagi, Masshiro Iwasaki, Genya Inada, and Rakuma Tamaoki, reporting on their new precision videotape recording system; Cyril Teed of Marconi Wireless in England discussing the operation of a new image-

(*Continued on page* 6)

Blonder-Tongue Pay TV Seeks Community Units

A low cost system of subscription television developed by Blonder-Tongue Laboratories, Newark, N. J., electronics manufacturer, is being offered to community antenna and master TV systems in the U. S. and Canada, I. S. Blonder, board chairman, revealed at the weekend.

I. S. Blonder

Blonder claimed the system "represents the simplest and most economical approach for

(*Continued on page* 7)

N. Y. Censors Made Fewer Deletions In Films for 1959-60 Than Previous Year

New York State's Motion Picture Division, for its fiscal year ending March 31, 1960, ordered fewer eliminations from the 1,094 films submitted for original licenses than it did during the 1958-59 period when 57 deletions were ordered, it was revealed here Friday by Louis Pesce, director of the Motion Picture Division of the State Department of Education.

In releasing further data from the nearly-completed state annual censorship report, Pesce said that the exact elimination figure for the year ended this past March 31 is presently unavailable, although it is certain to fall below the previous total. He said he was encouraged by the drop, however small it may turn out to be.

Last year only one film, an inde-

(*Continued on page* 3)

Good Cash Flow

Tisch Voices Confidence in Loew's Circuit

But Finance Chairman Sees Realty Opportunity

Lawrence Tisch, largest individual stockholder in Loew's Theatres and chairman of is finance committee, is optimistic about the company's theatre operations—if they continue to "give us good pictures like those Hollywood is making now."

Nevertheless, it is the company's valuable real estate, which he says is producing "a savings bank kind of return," that challenges his interest most.

"What first attracted me to Loew's,"

(*Continued on page* 3)

Columbia, DeLaurentiis In Co-Production Deal

Special to THE DAILY

LONDON, May 1. — A. Schneider, president of Columbia Pictures, and M. J. Frankovich, Columbia vice-president, and head of European production, today announced the signing of an $8,000,000 two-picture co-production deal with Italian film producer Dino DeLaurentiis.

Preparatory work will begin imme-

(*Continued on page* 3)

TOA Policy Holders To Receive Dividends

Exhibitor policy holders under Theatre Owners of America's group life insurance program will, within the next few days, receive dividend checks equal to 18% of their premium payments during the first year of the program, the association reported at the weekend.

George G. Kerasotes, chairman of TOA's group life insurance trust, announced that the trustees at their annual meeting last week, had declared the 18% dividend on premiums paid for the first year of the program, which ended last Feb. 29. Only one death claim in the amount of $20,000 was paid during the program's first year, Kerasotes said.

PERSONAL MENTION

F. J. A. McCARTHY, Universal Pictures assistant general sales manager and sales director of "Spartacus," and **JEFFERSON LIVINGSTON**, executive coordinator of sales and advertising, have left here for Minneapolis, St. Louis, Dallas and Houston.

•

B. G. KRANZE, vice-president of Cinerama, Inc., left New York at the weekend for London, Paris and Germany.

•

MRS. HENRY LAZARUS, owner of Lazarus Theatres, New Orleans, has left there with a companion for a four-month tour of Europe.

•

GEORGE STEVENS, producer-director, has left New York for Rome and the Holy Land.

•

RICHARD BROOKS, director-writer, has arrived in New York from Chicago and the Coast.

•

FRANK CAPRA has returned to the Coast from New York.

Col. Appoints Kohn

Howard E. Kohn II, national road show manager for Samuel Goldwyn's "Porgy and Bess," has been named world-wide publicity coordinator for the Columbia Pictures release, it was announced by Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation. Kohn will serve under Rosenfield's direction.

Tent 35 Meet May 11

New York Variety Tent No. 35 has scheduled a special membership luncheon meetting for May 11 at the Hotel Piccadilly. Chief barker Harry Brandt said plans which the Tent has in preparation will be described to the barkers.

check with..... national screen service for the best in SPECIAL TRAILERS

Broidy Sets 14

(Continued from page 1)

peal. Among pictures announced was "Billy Budd," the Herman Melville story to star Robert Ryan, Peter Ustinov and another important player. It will be the first production of A. Ronald Lubin, former MCA vice-president, and Millard Kaufman, writer. Ustinov, in addition to starring, will direct.

Broidy said the starting date of "Billy Budd" hinges on the settlement of the Screen Writers Guild strike.

Ready to go before the cameras early in May is "The Plunderers," to star Jeff Chandler, John Saxon, Dolores Hart, James Westerfield and Jay C. Flippen, with Joseph Pevney producing and directing.

Broidy said negotiations have been finalized for Carlo Ponti to produce "The Capri Story" to star Sophia Loren under the direction of Georges Clouzot. Negotiations are under way for Burt Lancaster as the male star.

'Marco Polo' First in 70mm

"Marco Polo" will be the company's first picture in 70mm. It is slated to start in September in the Orient with W. Lee Wilder producing.

Others on the schedule include a film based on the syndicated comic strip, "Dondi," to be produced by Albert Zugsmith; Samuel Bischoff's and David Diamond's story of Arnold Rothstein, "The Big Bankroll"; "The George Raft Story," Pearl Buck's "The Big Wave," "Streets of Montmartre," "Armored Command," "Crash Boat," "79 Park Avenue," "Confessions of an Opium Eater," and "Reckless, Pride of the Marines." Broidy also noted the recent completion of "Hell to Eternity," and said the program will not be "limited to any given number of pictures," but will include as many as are warranted.

Rebuttal Witnesses Called in TV Trial

The Government Friday called six witnesses in seeking to rebut specific testimony given by defense witnesses in the Department of Justice's "block-booking" case against six film and television companies. Judge Archie O. Dawson granted a defense request that it be allowed to recall in New York Federal Court today two of the witnesses who testified about their negotiations with Loew's, Inc. (MGM), Screen Gems and United Artists Association.

The witnesses called by the government contradicted testimony given earlier by defense witnesses in regard o the sale of film pacakges to TV stations. Several of the witnesses said they were unable to buy less than full pacakges offered them by the defendants.

Bader Head of Durham International Films Here

Special to THE DAILY

TORONTO, May 1.—William C. Durham, president of Consolidated Durham Mining & Resources, Ltd. announced here that a separate company, to be known as Durham International Films, Inc., has been formed in the U.S. to specialize in theatrical films, under the Durham banner. At the same time, Durham announced that David A. Bader, who heads a Durham television subsidiary in New York, will function as president of both companies.

Bader is a veteran of the motion picture industry, having at various times been associated with Universal-International, 20th Century-Fox and the George Pal Studios. His theatrical interests include posts in New York Hollywood and London, and until several months ago, he was vice-president of Astor Pictures, Inc.

The new company will buy films as well as act as exclusive sales representatives for producers in Hollywood and abroad. Plans to co-produce are in the works and will commence later.

Harling West to Rally Anti-Pay TV Support

Philip F. Harling, chairman of the Anti-Toll-TV Committee of Theatre Owners of America, and of the all-industry Joint Committee on Toll-TV, is in Los Angeles today for meetings with exhibitor leaders on a renewed campaign to ban all forms of Toll-TV.

Harling will discuss the efforts his committee will undertake to secure passage of the Harris Bills—House Joint Resolution 130 and House Resoluction 6245, both of which seek to place cable-TV under the same restrictions for testing purposes as are now exercised by the Federal Communications Commission over broadcast toll-TV.

From Los Angeles he will go to San Francisco to work with the exhibitors on setting up West Coast committees to obtain support for the bills.

Erick Peterson Heads Mountain States Unit

Special to THE DAILY

SALT LAKE CITY, May 1.—Erick Peterson, of the Motor Vu Drive-in Theatre here, has been elected president of the Mountain States Theatres Association. He succeeds John N. Krier, vice-president and general manager of Intermountain Theatres, with headquarters here. The association is an affiliate of Theatre Owners of America.

Other officers elected by MSTA are: vice-president, John Denman, of Intermountain Theatres; secretary, Harold Chesler, of Theatres Candy Co., and treasurer, Warren Bunting, of the Utah Drive-in Association.

Ten Direct

(Continued from page

company officers during the fi
ended Dec. 26, 1959, was
the proxy states, and those
ceived more than $30,000 we
lows: Skouras, $176,707;
$83,395; Joseph H. Moskowit
970; Murray Silverstone, $12
All officers and other key
earning in excess of $500
have agreed for a two-yea
commencing last year to de
their disability or involuntar
tion from employment or re
the following amounts less r
thereto made in connection
tions: 25 per cent of their s
excess of $500 and up to $
week and 33 /3 per cent in
$1,000 per week. The am
deferred in 1959, which are
tion to the remuneration list
are: Skouras, $10,630; Mic
965; Moskowitz, $19,280; Si
$24,115; and all officers and
as a group, $96,440.
In April and May, 1959, s
of the corporation exercise
to purchase shares of its cap
as follows: John B. Cod
(price, 22⅝); S. Charles Einf
(23½); D. A. Henderso
(22⅜); Francis T. Kelly, 1,2
C. E. McCartney, comptroll
(24¾); and J. H. Moskowit
(23½). During that period t
market price ranged from 38¾

Lehman Fee Reveal

The statement also notes
man Bros., of which board
Robert Lehman is general p
ceived a fee of $45,000 fo
rendered in connection
placement by 20th-Fox of
per cent notes aggregating $2
with Metropolitan Life Insu
Out of the proceeds $18,56
used to retire bank loans of
In November, 1959, the
borrowed $3,500,000 to acq
vision station KMSP in Mi
This loan bears interest at 5½
and is due serially over a
five years.

Kurtzman Named Of Mirisch Pictur

From THE DAILY Bure

HOLLYWOOD May 1.—
Kurtzman has been named
dent of Mirisch Pictures, In
announced by Harold Miris
dent of the independent fil
firm.
Kurtzman, a Los Angeles
who has been resident cou
the inception of the Mirisch
tion more than two years ago
his new duties immediately.
graduate of University of
California Law School.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIr
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

-In Circuit Seeks Register Stock

›m THE DAILY Bureau

NGTON, May 1. – Mid-
e-In Theatres, Inc., of Bos-
sked the Securities and Ex-
ommission to register 180,-
s of common sock. Of these
.000 will be offered by the
and 130,000 are outstanding
be offered by he present
larketing will be through a
underwriters headed by
bber, Jackson & Curtis, at a
e made known later.
m plans to change its name
l Drive-In Corp. It now op-
tion picture theatres, prin-
drive-ins located in the Mid-
lantic, and New England

SEC that prior to selling this
will acquire 15 additional
rough an exchange of stock,
14 are indoor. They are lo-
ampa and West Palm Beach,
mingham, Norwood, Gard-
vich, and Boston, Mass.;
N.B.; Akron, Ohio; and Wes-

ition, the firm owns half of
anding stock of other cor-
which operate six open-air
ndoor theatres. Proceeds from
offering will be used mainly
the company's proposed ex-
rogram.

ficial Stand by on Food Tie-Ins

om THE DAILY Bureau

NGTON, May 1. – Allied
sn. said at the weekend its
board has taken no official
the practice of a film com-
ing a deal with a food manu-
vhereby the latter includes in
kage of its products a child's
ee a specific picture. Under
any theatre playing the pic-
rs the pass except on week-
holidays (these being option-
ded the child is accompanied
mission-paying adult.

'Device Is Not New'

ulletin issued by the Allied
y defense committee here it
d out such a tie-in was ar-
y M-G-M with the Quaker
ompany for the picture,
Don't Eat the Daisies." Ob-
hat the "device is not new,"
tes that the Allied board con-
complaints from some of its
when a similar tie-in was
l for "Forever Darling" and
en Planet." At that time,
s, "it was informally agreed
development does not war-
and by the national board at
; that we should observe the
nd be prepared in the future
re bad."
"Daisies," EDC tells Allied
: "It thus becomes an indivi-
blem. If you want the picture,
t accept the deal; if you don't
e deal, then don't buy the

Circuit Strong, Says Tisch

(Continued from page 1)

Tisch is quoted in the current issue of *Forbes* as saying, "is still there. It is a company with $20 million in cash, a highly profitable radio station (WMGM) and a fine string of properties, many of which could make a lot more money than they do now."

It was noted that the company last year netted 75 cents a share on common shares whose conservatively stated book value was slightly over $22 a share. Loew's Theatres carries its real estate on the books. Forbes says, "at a depreciated value of just $59.9 million (undepreciated book value: $117.3 million) but would undoubtedly be worth far more today.

"What these properties currently lack in earnings they partly make up in cash flow. Notes Tisch: 'Add $1.10 a share for depreciation to last year's earnings and you've got $1.85, which is respectable'."

Forbes says Tisch plans to raise that cash flow a good deal higher by such deals as the hotel which will replace Loew's Lexington Theatre in midtown Manhattan. On an investment "of some $5 million by the company, he expects the eventual yearly cash flow from the new hotel to reach $2,500,000 vs. just $75,000 for the old theatre.

Tisch said the Lexington deal is "just a starter" and that "maybe 20" theatres have been earmarked for a change. Eight others already have been sold. The 80 or so remaining theatre properties will be renovated and some are expected to produce higher revenues as road show policy houses, Tisch was reported to have said.

Forbes remarks that "President Eugene Picker is nominally chief executive officer, but as chairman of the finance committee, Larry Tisch is clearly the final boss."

Tisch is slated to assume full control of the company with the proposed enlargement of the board from the present nine to 14 members at a special meeting of stockholders called for May 26 at Loew's 72nd Street Theatre here. Tisch now has four representatives on the board and the election of another five would carry with it control of the board.

DeLaurentiis

(Continued from page 1)

diately on the $5,000,000 production, "Barabas," based on the Biblical novel written by Nobel prize-winner Par Lagerkvist. A top international cast will be chosen for this film to be directed by Richard Fleischer and to be shot in color and a wide-screen process to be determined at a later date.

DeLaurentiis, who will work closely wih Columbia's European production organization under the direction of Frankovich, envisages an early starting state for this production.

Under he same overall deal, shooting will begin early next Fall on "The Two Colonels," in England or in Italy. A top cast of international stars will be chosen. Britain's Guy Hamilton will direct from a screenplay by William Douglas Home and Age Scarpelli.

WGA-W Rejects

(Continued from page 1)

ship vote was taken at Beverly Hilton Hotel late last week. The proposals, which were recommended for acceptance by the guild's council here were defeated by vote of 206-143. The action here differed from the guild's Eastern vote, which accepted the proposals which would have ended the strike.

The guild's East-West branch's split on acceptance of the proposals may require a national referendum, a guild spokesman here said.

SPG to Meet Today

HOLLYWOOD, May 1. – The annual membership meeting and elections of the Screen Producers Guild will be held Monday night in the Beverly Hilton Hotel here.

New U-I Assignments For Zanger, A. Vogel

Robert Zanger, who has been on a special production publicity assignment in Hollywood on Jack Harris' Fairview Production "Dinosaurus," being released by Universal-International and A. Mike Vogel, who has been handling special exploitation assignments in San Francisco for U-I, will arrive here from California today (Monday) to assume new assignments, it was announced by Philip Gerard, Universal Pictures Eastern advertising and publicity director.

Zanger will serve as special promotional representative in New York on "Dinosaurus," which is being prepared for a June opening. Vogel will serve as special promotional representative on "The Brides of Dracula," the Hammer Productions Ltd. thriller, also is scheduled for a June world premiere. Both men will work under the direction of Herman Kass, executive in charge of national exploitation.

Columbia Begins Meet In Washington Today

From THE DAILY Bureau

WASHINGTON, May 1.–Columbia Pictures launches the first of its series of three regional sales meetings here tomorrow at the Shoreham Hotel, with Rube Jackter, vice-president and general sales manager presiding.

The sessions here tomorrow and Thursday will be attended by home office executives and field sales executives from the Eastern divisions and Canada. Similar to the meetings to be held later this month in New Orleans and Chicago, they will consider the company's forthcoming releases, the liquidation of current product and the new role of the sales department in the handling of Columbia's theatre trailers and advertising accessories.

DGA Nominates 4 Films As First Quarter's Best

From THE DAILY Bureau

HOLLYWOOD, May 1. – Of 37 features released in Los Angeles during the first quarter of this year, the following four films were nominated by mail ballot to 2,200 members of Directors Guild of America for the guild's own annual awards for outstanding directorial achievement: "Can-Can," "Home from the Hill," "Our Man in Havana" and "Sink the Bismarck."

N. Y. Censors

(Continued from page 1)

pendently-produced American picture, was banned *in toto* by the state. Pesce declined to state this film's title, because, he said, unless a distributor disputes such a decision the state takes no public action. During 1958-59 no films were banned in full.

Figures from the forthcoming censorship report also point up the steady increase of foreign films—features and shorts—issued original licenses. Last year 680 of the 1,094 pictures licensed for state seals were from abroad, as compared with 668 the year before.

Total fees collected last year for original and duplicate license seals were $388,477. Only 23 features and seven shorts out of the 680 foreign films were submitted for, and received, Motion Picture Association approval, Pesce said.

He predicted that for the fiscal year ending next March 31 at least as many international pictures will be submitted for State licenses, largely because more English-dubbed product is being imported into the U.S.

Breakdown by Countries

The breakdown by countries of films licensed by New York follows:

Hong Kong (Chinese language), 117; Germany, 97; Mexico, 95; Italy, 75; France, 74; England, 62; U.S.S.R., 25; Japan, 15; Sweden, 13; Australia, 9; Spain, 8; Canada, 7; Holland, Denmark and Austria, 6 each; Africa, exclusive of Egypt and Libya, 5; Egypt, Ireland, Poland and Albania, 4 each, Norway, The Philippines, Switzerland and Puerto Rico, 3 each; Argentina, Israel and New Zealand, 2 each.

The State also licensed one film from each of the following countries: India, Finland, Lapland, Burma, Cuba, New Guinea, Dutch Indies, Morocco, Formosa, Brazil, Libya and Channel Islands.

End 'Bells' Meetings

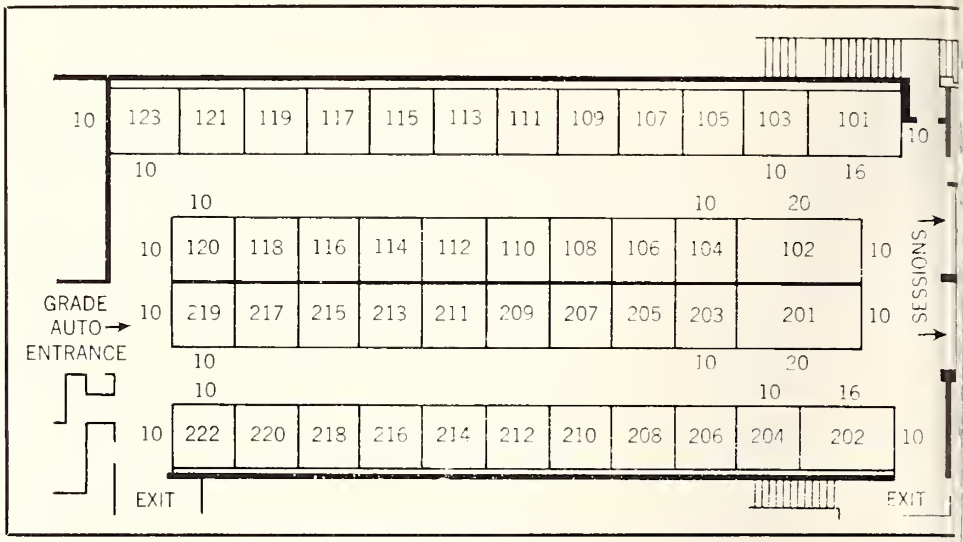
Metro - Goldwyn - Mayer's field press representatives from the United States and Canada concluded a series of meetings here at the weekend on the promotion and advertising campaign for the July 4 launching of "Bells Are Ringing." They met with producer Arthur Freed, director Vincente Minnelli, and home office executives.

SMPTE EXHIBITS

Companies displaying equipment, and floor plan of booths, at convention of Society of Motion Picture and Television Engineers, Ambassador Hotel, Los Angeles, May 1-6.

HOURS EXHIBITS ARE OPEN:

MONDAY: 2:30 - 8:00
TUESDAY: 11:00 - 8:00
WEDNESDAY: 9:30 - 4:00
THURSDAY: 11:00 - 8:00



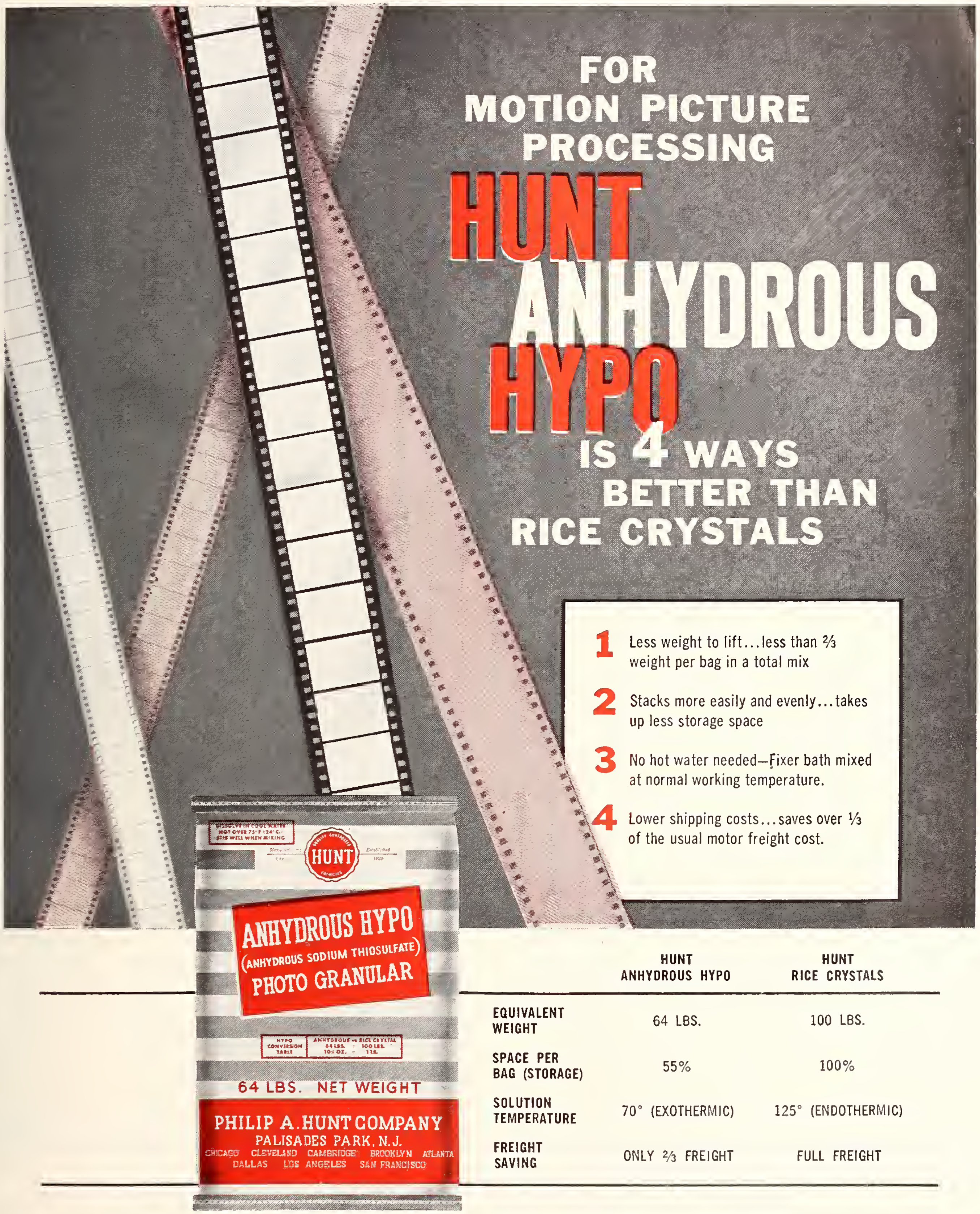
10
123
121
119
117
115
113
111
109
107
105
103
101
10
10
10
16
10
10
20
10
120
118
116
114
112
110
108
106
104
102
10
SESSIONS
GRADE AUTO ENTRANCE
10
219
217
215
213
211
209
207
205
203
201
10
10
10
20
10
10
16
10
222
220
218
216
214
212
210
208
206
204
202
10
EXIT
EXIT

AMPEX CORPORATION, Redwood City, Calif.	Booths 212, 214, 216
ARRIFLEX CORPORATION OF AMERICA, Los Angeles, Calif.	Booths 208, 210
BACH AURICON, INC., Hollywood, Calif.	Booth 115
BELL & HOWELL CO., Chicago, Ill.	Booth 102
BIRNS & SAWYER CINE EQUIPMENT, INC., Hollywood, Calif.	Booth 201
CAMERA EQUIPMENT CO., New York, N. Y.	Booth 211
COMPUTER MEASUREMENTS CO., Sylmar, Calif.	Booth 119
ELECTRONIC SYSTEMS, INC., HURLETRON, Danville, Ill.	Booth 204
FLORMAN & BABB, INC., New York, N. Y.	Booth 202
GREAT BOOKS OF THE WESTERN WORLD, Los Angeles	Booth 108
KARL HEITZ, INC., New York, N. Y.	Booth 222
HI-SPEED EQUIPMENT, INC., Waltham, Mass.	Booth 215
HOLLYWOOD FILM CO., Hollywood, Calif.	Booths 121, 123
HOUSTON FEARLESS CORP., Los Angeles, Calif.	Booths 112, 114
LIPSNER-SMITH CORPORATION, Chicago, Ill.	Booth 217
MAGNASYNC CORPORATION, North Hollywood, Calif.	Booths 104, 106
J. G. MC ALISTER, INC., Hollywood, Calif.	Booth 120
D. B. MILLIKEN CO., Arcadia, Calif.	Booth 117
MINNESOTA MINING & MFG. CO., Minneapolis, Minn.	Booth 114
MOLE-RICHARDSON CO., Hollywood, Calif.	Booth 207
MOVIOLA MFG. CO., Hollywood, Calif.	Booth 110
NEUMADE PRODUCTS CORPORATION, New York, N. Y.	Booth 219
PRECISION LABORATORIES, Brooklyn, New York	Booth 205
PRESTOSEAL MFG. CORP., Long Island City, N. Y.	Booth 220
RADIO CORP. OF AMERICA, Camden, New Jersey	Booths 101, 107, 109,
RYDER SOUND SERVICES, INC., Hollywood, Calif.	Booth 209
S.O.S. CINEMA SUPPLY CORP., New York, N. Y.	Booth 203
TELESCRIPT-CSP, INC., New York, N. Y.	Booth 213
TELEVISION SPECIALTY CO., Garden City, New York	Booth 206
TRAID CORPORATION, Encino, Calif.	Booth 218
WESTREX CORP., Hollywood, Calif.	Booths 116,

AGENT FOR THE SALE and DISTRIBUTION OF EASTMAN PROFESSIONAL MOTION PICTURE and TELEVISION FILM

W. J. GERMAN INC.

HOLLYWOOD • FORT LEE • CHICAG


DISSOLVE IN COOL WATER NOT OVER 75° F 24° C. STIR WELL WHEN MIXING
HUNT
ANHYDROUS HYPO
(ANHYDROUS SODIUM THIOSULFATE)
PHOTO GRANULAR
HYPO CONVERSION TABLE
ANHYDROUS vs RICE CRYSTAL
64 LBS. : 100 LBS.
10½ OZ. : 1 LB.
64 LBS. NET WEIGHT
PHILIP A. HUNT COMPANY
PALISADES PARK, N.J.
CHICAGO CLEVELAND CAMBRIDGE BROOKLYN ATLANTA
DALLAS LOS ANGELES SAN FRANCISCO

FOR MOTION PICTURE PROCESSING

HUNT ANHYDROUS HYPO

IS 4 WAYS BETTER THAN RICE CRYSTALS

1 Less weight to lift...less than ⅔ weight per bag in a total mix

2 Stacks more easily and evenly...takes up less storage space

3 No hot water needed—Fixer bath mixed at normal working temperature.

4 Lower shipping costs...saves over ⅓ of the usual motor freight cost.

	HUNT ANHYDROUS HYPO	HUNT RICE CRYSTALS
EQUIVALENT WEIGHT	64 LBS.	100 LBS.
SPACE PER BAG (STORAGE)	55%	100%
SOLUTION TEMPERATURE	70° (EXOTHERMIC)	125° (ENDOTHERMIC)
FREIGHT SAVING	ONLY ⅔ FREIGHT	FULL FREIGHT

FOR SUPERIOR RESULTS AROUND THE CLOCK USE HUNT GRAPHIC ARTS CHEMICALS

PHILIP A. HUNT COMPANY

PALISADES PARK, NEW JERSEY

BRANCHES IN PRINCIPAL CITIES

In Canada: Philip A. Hunt Company (Canada) Ltd., 207 Queen's Quay West, Toronto

MANUFACTURING CHEMISTS HUNT ESTABLISHED 1909

CREATE

THE *RIGHT* MOOD

EVERY TIME

with the

MAJOR MOOD MUSIC LIBRARY

Major offers you a full 25 hours of mood music for titles, bridges, background—for scoring, editing, recording and dubbing music for your feature productions, documentaries, TV films, slide films, animation, sales presentations, industrial films and commercials.

Major specializes in sound — you get exceptional technical know-how and beautifully-recorded original music.

IMPORTANT: *Major* owns its own copyrights on *all* mood music in its library; world rights available to you on a completely sound legal basis. Music available on a "per selection" or "unlimited use" arrangement.

WRITE FOR FREE CATALOGUE

to

THOMAS J. VALENTINO, INCORPORATED

Established 1932

150 West 46th Street
New York 36, N. Y.

Also available Free cotologue of complete sound effects library

RD-1

87th SMPTE Convention Opens Toda

(*Continued from page* 1)

orthican camera; and Fred Oran of France, producer of "Mr. Hulot's Holiday" and "My Uncle."

Other reports significant in the fields of motion picture and television will be the paper by W. E. Glenn of the General Electric Research Lab who will for the first time on the coast describe the new electronic plastic film he developed; Robert J. Roman, John M. Moriarty and Robert B. Johnson of Eastman Kodak who will tell of a new sound projector utilizing 8mm film for widespread amateur use; and several papers on new high speed films and video-tape for use in satellite and astronautical exploration.

Ken Mason in the Chair

Dr. Norwood Simmons, president of the SMPTE, will call the first session of the convention to order at 10 A.M., tomorrow and then turn the gavel over to chairman Ken Mason and vice-chairman John Ditamore for a general session on technical papers involving new equipment and film problems. He will also preside at the get-together luncheon at noon with producer Stanley Kramer delivering the keynote address, "Ideas in Motion Pictures" and TV producer-star Art Linkletter providing entertainment.

In his opening address tomorrow, Simmons will emphasize the extent and the result of this nation's great activity in space exploration, pointing to the fact that we stand on the threshold of a "space epoch," comparable in terms of man's achievement to his discovery of the wheel and his invention of the printing press. The wheel freed the body of man from the labor of the stone age; the printing press resulted in the opening of his mind to the Renaissance.

Whether we meet this challenge of the space age, Simmons feels, depends upon the world's appreciation of research, and upon our efforts to learn the facts and to interpret them correctly.

Points to 'New Frontiers'

It is Simmons' considered opinion that the SMPTE must play an important part in meeting this challenge, and that upon its members falls the task of recording and imaging the new frontiers which will be explored. Ways must be devised, he feels, for bringing back the new discoveries quickly, correctly and efficiently.

"We must make certain," Simmons will say, "that the space age is not merely a grandiose Fourth of July celebration . . . or a parade of lights in the heavens. We must be sure we get all the information which the new age is making available to us, and that it is brought back for analysis, interpretation and application so that man may successfully study the secrets of the Universe for his continued improvement."

Other convention sessions with the chairmen are: Monday afternoon, acoustics and sound, Frank Pontius, and vice-chairman, Edward Ancona; Monday night, optics and images, chairman Alan Gundelfinger, and vice-chairman, John Kiel; 9:15 A.M., Tuesday, films in industry, chairman Julien Bly, and vice-chairman Loren Steadman; 1:15 P.M. Tuesday, instrumentation in the space age, chairman Carlos Blmer, and vice-chairman, Robert Shoberg; 2 P.M. Tuesday, space technology, chairman Lloyd Goldsmith and vice-chairman John P. Delangre; 9 A.M., Wednesday, equipment papers and demonstrations, chairman Harry Teitlebaum, and vice-chairman James Wassell; 1:15 P.M., Wednesday, photographic materials and equipment, chairman Vaughn Shaner, and vice-chairman Richard Martin.

Laboratory Discussion Thursday

At 9 A.M., Thursday, laboratory practice, chairman Edward Reichard, and vice-chairman, Harvey Gausman; 1:30 P.M., Thursday, television recording, chairman Edward Benham, and vice-chairman Oscar F. Week; 7:30 P.M., Thursday, television recording, chairman Ralph Lovell, and vice-chairman Eliot Bliss; 9 A.M., Friday, training personnel for television and motion pictures, chairman Robert Wagner, and vice-chairman Bernard Kantor; 1:30 P.M., Friday, television equipment and practices, chairman Theodore Grenier, and vice-chairman John J. De Muth.

In addition to the technical aspects of the convention, the arrangements committee headed by Robert G. Hufford has planned an elaborate entertainment program for the delegates including the cocktail party and banquet at the Ambassador Wednesday night. It will feature Hawaiian entertainment at the poolside cocktail party and opening night of Giselle MacKenzie at the Cocoanut Grove with Freddie Martin's orchestra.

Wives of the delegates will be given a tour of Los Angeles, a visit and luncheon at the Paramount Studios, a trip to Disneyland and lunch at the Hotel, and a tour of CBS Television studios and Farmers Market.

The convention ends Friday night with a special showing of "Ben Hur" at the Metro-Goldwyn-Mayer studios.

Models of the Pioneer V and Explorer VI satellites from space technological laboratories will be a
light of the exhibit area of new
ment and TV and motion pictur
cesses which opens tomorrow m
under the direction of chairman
Teitlebaum. The 43 booths, spo
by 23 leading technical firms, w
cupy 5,000 square feet of th
bassador's Sunset Room.

Convention vice-president
SMPTE is Reid H. Ray of St
Minn. Herbert Farmer of the U
sity of Southern California Cine
partment is chairman of the c
tee heading the technical pape
gram with William Gebhart o
eral Films assisting with motic
ture short subjects.

Large Local Arrangements Con

The Los Angeles local a
ment committee consists of:

Robert Hufford, Eastman
and Ralph Lovell, KRCA, vice
men; exhibits, Harry Teitelbaur
lywood Films Company; b
Walter L. Farley, Jr. Eastman
hospitality, Ted Grenier, Al
hotels, Dennis Godfrey, W. J. G
Inc.; ladies program, Mrs.
Hufford and Mrs. Norwood Si
luncheon, Alan Gundelfinger,
color; membership, Harry L
projection, Don Kloepfel,
Films; public address and rec
William Stutz, Magnasync; p
Jack M. Goetz, Consolidated
registration, Arthur Jacobs,
Wrather Productions with
Creamer, General Films, vic
man; transportation, Russell
General Films; auditors, Rich
gers, Consolidated Film Inc
and A. B. Johnson, Pathe; a
trative assistants, Edward P.
NBC-TV; Robert W. Bishop, E
Kodak, and Howard Bell, Mo
ardson.

Under Farmer and Geb

The technical papers progr
the hands of Herbert Farmer
University of Southern Califor
ma department with William
of General Films assisting wit
picture short subjects.

FOR QUALITY AND SERVI

35mm and 16mm negative developing
reversal developing

35mm and 16mm black and white and color prin
CUTTING ROOMS

CRITERION FILM LABS, INC.
33 W. 60th St., New York 23
CO. 5-2180

v EKC Black-and-White Film Has nes Speed of Plus-X Negative Type

Special to THE DAILY

HESTER, N.Y., May 1.—A new black-and-white motion picture film ee times the speed of the present Eastman Plus-X Negative Film and he same grain has been announced by Eastman Kodak Company here.

Eastman Double-X Panchro- Negative Film, Types 5222) and 7222 (16mm), combines ed necessary for photography lverse lighting conditions with grain, high definition and color ty of Eastman Plus-X Pan- ic Negative Film, now widely a standard production film for heatrical motion picture and n series work, the announce- id.

dman Sees It as Standard

ding to Don Hyndman, manag- dak's Motion Picture Film De- t the new Double-X Film will v become the standard black- te negative material for studio . "The increased speed of the n gives the cameraman added over depth-of-field and low- ting situations, with little or no in screen definition, or graini- e pointed out.

nmended exposure index for film is daylight 250, tungsten is is about three times as fast stman Plus-X Panchromatic e Film (daylight 80, tungsten w used by the industry as a l production material. Said an, "The new film should find considerable application, particularly on some of the larger, more difficult to light studio stages and in scenes where depth of field calls for lighting at a high illumination level."

"Some savings will be realized in the reduced power required to light sets adequately," he added.

According to Kodak, no particular problem is anticipated in intercutting of scenes photographed on Double-X with footage made on somewhat finer grain films.

Introduced at SMPTE Meet

The film was introduced today at the national convention of the Society of Motion Picture and Television Engineers in Hollywood. Rolls will be available in the 100, 200, 400 and 1,200 foot widths in the 16mm size and 100, 200, 400, 1,000 and 2,000 foot widths in the 35mm size.

New Double-X Film, Type 5222, and Type 7222, will be limited in supply until expanding production makes possible offering the new film as a regular product.

Blonder-Tongue

(*Continued from page* 1)

pay-TV, as well as for bringing other non-entertainment programming such as educational, science, medical and civilian defense to pre-selected audiences."

He said the system is inexpensive to install for test areas and that the necessary equipment "is available now. The estimated cost of putting a system into operation using present master TV facilities is an equipment cost of $25 for each set plus installation costs of $5 per set.

Community Antenna Unnecessary

It was noted that the system also can be used where there is no master or community antenna system, but the cost would be higher. No programming has been developed for the system, hence this would be the responsibility of those employing it.

Video Independent Theatres of Oklahoma City recently disclosed that it had applied for Telemeter pay-TV franchises for areas in which it now operates community antenna systems and elsewhere.

Mood Music Library Sixth Edition Issued

Tommy Valentino's Major Mood Music Library has recently released the sixth edition of their new mood music background catalogue. The library, which consists of 25 hours of recorded music, is constantly being added to with an additional hour of music released every week.

The recordings are suitable for all types of motion picture and video productions.

e
only
guaranteed
scratch
removal
process
6 and 35 mm Prints
riginals
Negatives
Kodachromes

ELD for scratched film: We re- ratches and abrasions from both film, restore flexibility, repair all r splices, and apply our exclusive e coating.

EAT for new film: We apply a to the emulsion side of your film tects against scratches, dirt and s.

d Film Technique Inc.
"THE FILM DOCTORS"
2-02 27 St., L.I.C. 1, N. Y.
STillwell 6-4601

New Life For Old Film
Long Life For New Film

TITRA SOUND CORP. | TITRA DUBBING CO., INC.

1600 BROADWAY, N. Y. 19, N. Y.
PLaza 7-6681

THE ONLY STUDIO WITH
FULLY INTEGRATED
FACILITIES FOR
HANDLING ALL PHASES
OF ENGLISH AND
FOREIGN LANGUAGE

DUBBING

- SCRIPT WRITING
- CASTING & DIRECTING
- RECORDING
- EDITING
- INTERLOCK
- MIXING
- OPTICAL AND MAGNETIC TRANSFERS

GREETINGS and BEST WISHES
to
S. M. P. T. E.
FROM
FRANK C. ZUCKER
CAMERA EQUIPMENT COMPANY, INC.

RENTALS • SALES • SERVICE
Camera Equipment · 16mm and 35mm
Lighting Equipment · Generators · Camera Cars
Grip Equipment · Editing Equipment
Sound Recording and Projection Equipment

In Florida
CAMERA EQUIPMENT CO.
INC. OF FLORIDA
1335 East 10th Avenue
Hialeah, Florida
TUxedo 8-4604

In California
CAMERA EQUIPMENT CO.
INC. OF CALIFORNIA
6510 Santa Monica Blvd.
Hollywood, Cal.
HOllywood 9-5119

CAMERA EQUIPMENT COMPANY, INC.
315 West 43rd Street, N.Y.C.
JUdson 6-1420

AVOID

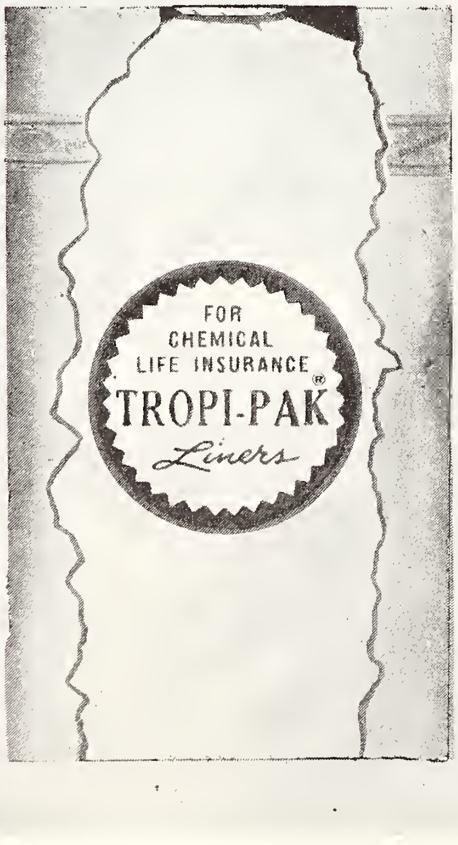
hygroscopicity*

WITH

TROPI-PAK®

PROTECTIVE LINERS

**To Webster it meant—the property of readily absorbing and retaining moisture*



To our industry, "Hygroscopicity" means trouble . . . trouble due to the fact that chemicals decompose and cake rapidly upon exposure to moisture.

We at L. B. RUSSELL CHEMICALS are proud that we have found the solution to this problem and can create a "Hygroscopicity-proof" lab with RUSSELL'S TROPI-PAK lined photographic chemicals-PH4 chemicals, which meet the Specifications of the American Standards Association.

TROPI-PAK, the heavy-duty Polyethylene liner, prevents Airborne Contamination, keeps out Harmful Moisture, insures that RUSSELL chemicals remain undecomposed —"Photo Grade."

So!!! If you want processing insurance at no additional cost use RUSSELL TROPI-PAK protected chemicals.

L. B. RUSSELL CHEMICALS

14-33 31st Avenue • Long Island City 6, New York

West Coast: 1025 North Highland Avenue, Los Angeles, Calif.

Canada: L. B. RUSSELL CHEMICALS (CANADA) LTD.
77 Crockford Boulevard, Scarborough, Ontario

All
News
hat
News

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 85 NEW YORK, U.S.A., TUESDAY, MAY 3, 1960 TEN CENTS

Up

a. Report wsHugeTV ome Ahead

illion in View to '74; ent on Telemeter

gh Paramount Pictures re- o special income last year sale of its pre-1948 film li- Emka, the Music Corp. of subsidiary, $40,000,000 is e received by it from this rior to Dec. 31, 1973, the s annual report released yes- veals.

at amount, $25,000,000 is d and $15,000,000 is con- ipon revenue derived from by Emka. Based on rental with tv stations entered to the end of 1959, and

ontinued on page 5)

th' To Have 39 nefit Premieres

eth Century-Fox will launch y of Ruth" with 39 separate remieres in as many cities e space of 13 days, it was d yesterday by Spyros P. president. Each opening will charity in 20th-Fox branch es in the U.S. and Canada. d civic leaders of each city d. In addition the company arge exploitation drive.

r the premieres were worked

ontinued on page 4)

, DGA Confer; Again Tomorrow

om THE DAILY Bureau

YWOOD, May 2. — The n meeting on a new con- directors, held at the head- of the Association of Motion roducers today with repre- of the Directors Guild of will be continued Wednes- t at DGA headquarters.

SION TODAY—page 4

'Exciting and Challenging' Outlook For Industry Is Seen by John Davis

By WILLIAM PAY

LONDON, May 2.—An optimistic viewpoint is expressed by John Davis, managing director of the Rank Organisation, in an article in the influential *Financial Times* entitled "The Outlook for the Film Industry," which he sums up as "exciting and challenging."

John Davis

"The abolition of entertainments tax drops the last veil and the industry is now on its own," Davis writes. "It will live or die according to its ability to compete fair and square with other attractions. If there is failure now it will be at no one's door but its own."

A further reduction in the number of cinemas operating here is inevitable in order to restore equilibrium and yield a more satisfactory profit return on the heavy capital investment, he predicts. Rationalisation, he continues, should have been tackled

(*Continued on page* 5)

Baltimore First-Runs Cut Admission Prices

Special to THE DAILY

BALTIMORE, May 2. — Reduced admission prices are in effect at all Baltimore's downtown, first-run theatres with the exception of two houses where "Ben-Hur" and "Windjammer" are on a road show basis.

One dollar is the top price Monday

(*Continued on page* 6)

The 'Controversial' Film Is Defended by Kramer

By SAMUEL D. BERNS

HOLLYWOOD, May 2. — Stanley Kramer today gave strong testimony to his individualism as an independent producer in a dramatic extemporaneous talk, as principal speaker at the luncheon marking the opening day of the 87th semi-annual convention of the Society of Motion Picture and Television Engineers in the ballroom of Ambassador Hotel.

Kramer, tieing his remarks before the capacity crowd of engineers which included representatives from Japan, Mexico and Germany, to statements that the world is moving forward with

(*Continued on page* 6)

Triangle and Affiliated Merge Conn. Operations

Triangle-Liggett Theatre Service and Affiliated Theatres Corporation have merged their Connecticut operations, it was announced here. The new company, called Affiliated-Triangle-Liggett Booking Service, with offices at North Haven, Conn., will handle 25 theatres being served out of the New Haven exchange.

The office will be managed by Ernest Dorau with William Canelli assisting him. The buying will be

(*Continued on page* 4)

REVIEW:

The Adventures of Huckleberry Finn

MGM—CinemaScope

THIS YEAR marks the fiftieth anniversary of the death of Mark Twain, a half century mark which is being given extraordinary attention in journalistic and literary circles. No more fitting memorial to the author who so well delineated with humor, nostalgia and discernment the American middle west in the era immediately preceding the Civil War could be devised than this lavish translation to the screen of one his best known and widely loved books.

The picture, produced by Samuel Goldwyn, Jr., and directed by

(*Continued on page* 6)

Cost Cited

Savarese Bill Is Vetoed By Rockefeller

But Door Held Open for New Measure Next Year

Special to THE DAILY

ALBANY, N. Y., May 2.—Governor Nelson Rockefeller vetoed the Savarese-Marchi film license fees bill. It would have increased the rate from $3 to $4 per thousand feet on original films licensed by the state Education Department's Motion Picture Division, but would have reduced the charge on prints from $2 per thousand feet to $6.50 for each additional "entire copy".

Although disapproving and giving

(*Continued on page* 6)

Columbia to Release 15 Films in 4 Months

From THE DAILY Bureau

WASHINGTON, May 2. — Columbia Pictures will release 15 pictures in the next four months, Rube Jackter, vice - president and general sales manager, told division and branch managers of the company from the Eastern states and Canada today. The meeting is the first of a series of three regional sales conferences scheduled for this month.

Rube Jackter

The films will be backed with

(*Continued on page* 2)

Columbia to Re-Enter 16mm Field in Canada

Special to THE DAILY

TORONTO, May 2.—Columbia Pictures of Canada Ltd. will re-enter the 16mm distribution field. Start will be Sept. 1, according to Harvey Harnick, general manager.

It will sell all new releases available

(*Continued on page* 2)

PERSONAL MENTION

EUGENE PICKER, president of Loew's Theatres, has arrived in London from New York on a trip that will take him also to Paris and the Cannes Film Festival.

•

FRANK MANTZKE, president of North Central Allied, Minneapolis, has returned to his duties there following a short illness.

•

ROBERT UNGERFELD, assistant to HERMAN KASS, Universal Pictures executive in charge of national exploitation, has returned to New York following a trip through the South.

•

GERARD SIMON, Continental European supervisor for American International Export Corp., returned to New York yesterday from South Africa.

•

HAROLD WINSTON, Puerto Rico manager for Columbia Pictures International, has returned to San Juan from New York.

•

JESSE CHINICH, Buena Vista Western sales manager, will leave here today for the Coast.

V.C. to Hold Mass For Robert O'Donnell

A requiem mass for the late Robert J. O'Donnell, renowned Texas showman, who died several months ago, will be held during the annual convention of Variety Clubs International in Toronto. The mass will be said at 10 A.M. on Wednesday, June 1, by the Rev. Sylvester McCarthy, Variety International chaplain.

Obrentz Aide to Spring

Bert N. Obrentz has been named executive assistant to Morton A. Spring, president of M-G-M International. Obrentz has been with the company since 1945, prior to which time he had been assistant sales manager at Columbia Pictures.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYDN
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

M. P. Council Officers Set Pre-Conference Meet

From THE DAILY Bureau

MILWAUKEE, May 2. – National officers of the Federation of Motion Picture Councils will convene here Tuesday in executive session prior to the sixth annual conference of the organization which takes place Wednesday and Thursday. Meetings will be held at the Hotel Pfister.

The Better Films Council of Milwaukee County, Mrs. Irvin J. Haus, president, is the hostess Council.

The opening session on Wednesday will be addressed by Mrs. Dean Gray Edwards, president of the Federation for the past two years; Mrs. Haus; Valentine Wells, executive secretary, Motion Picture Commission of the City of Milwaukee; and Mrs. Margaret G. Twyman, director of community relations, MPAA.

Ben Marcus Talk Scheduled

Ben Marcus, president, Marcus Theatres Management Co., Milwaukee, will be the featured speaker at the opening day luncheon. He will discuss "The Role of Motion Pictures in Your Community."

Maurice Bergman, president, General Projects, Inc., New York, will address the dinner meeting. His subject will be "The New Motion Picture Business."

The program for Thursday will open with a morning panel presentation that will discuss the topic: "Motion Picture Councils and Their Place in the Community." Mrs. Taylor M. Mills, representing the Larchmont-Mamaroneck Motion Picture Council, will serve as moderator; and the participants on the panel will be Mrs. Earl Seielstad (Greater Detroit Motion Picture Council) "What Councils Are Doing About Advertising"; Mrs. Roderic B. Thomas (Dallas Motion Picture Board of Review) "Council and Industry Relations"; and Mrs. William G. Sullivan (Motion Picture Council of Greater Cleveland) "What's New in Programming."

Nona White to Speak

The luncheon speaker on Thursday will be Miss Nona White, chairman of the board, Independent Theatre Owners of Arkansas, Little Rock. Miss White's subject will be "Motion Picture Memorabilia."

The Awards Banquet Thursday evening will honor four outstanding films selected by the Federation of Motion Picture Councils as exceptional in their respective categories. Universal-International's "Operation Petticoat" will be honored as the best comedy of 1959. Dina Merrill, starred in the picture, will accept the award. M-G-M's "Ben-Bur" will receive the best drama of 1959 award. Irving Tomback, M-G-M, Chicago, will accept the award. Honored for best family picture of 1959 will be Walt Disney Productions' "The Shaggy Dog," and Harris Dudelson, BV midwestern manager, will accept the award. "Porgy and Bess," Samuel Goldwyn production released by Columbia Pictures, will be honored as best musical of 1959. Jonas Rosenfield, Jr., Columbia Pictures advertising and publicity executive, New York, will accept this award in behalf of Goldwyn.

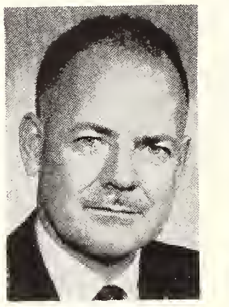
Advocates Atom Shelter In New Theatres

All new motion picture theatres should be constructed with atomic shelters for the public, Dr. Edward Teller, closely associated with the development of the hydrogen bomb, told a weekend Democratic conference at the Demonico Hotel here.

Taking a stand in favor of Federal financing of construction of atomic shelters as opposed to private construction recently advocated by Gov. Nelson Rockefeller of New York, Dr. Teller said other new construction in heavily populated areas also should include shelters.

Croy Named Filmack Industrial Div. Head

Special to THE DAILY


Harlan Croy

CHICAGO, May 2. – Harlan P. Croy has been named production manager of the newly expanded Industrial Film Division of Filmack Productions here, it was announced today by Irving Mack, president of the corporation. Mack said the firm's industrial division has quadrupled its sales in the last year, necessitating the appointment of a top-flight executive. Demand for motion picture slidefilms and slides by industrial manufacturers and distributional organizations is increasing enormously, he added.

Croy, former president and general manager of Film Arts Productions, Milwaukee, joined Filmack Productions in August of 1959. He is a veteran of 18 years experience in producing and directing industrial films.

New Atlantis Film

Atlantis Films, Inc., has announced the release of its new film, "Sin and Desire," starring Francoise Arnoul, in sub-titled and English dubbed versions. The film, of French origin, is scheduled for release the first week in May.

Col. to Relea

(*Continued from page* 1)

"blockbuster campaigns" simil
those the company employed
first four months of this yea
added.

Heading the list is "Song W
End," a special release slated tc
its world premiere at Radio Cit
sic Hall in mid-Summer.

Tells of Plans for 14

Jackter also blueprinted pla
"Strangers When We Meet,"
prise Package," "The Mountain
"All the Young Men," "Man
String," "Stop! Look! And L
"13 Ghosts," "Killers of Kilima
"The Enemy General," "Strang
Bombay," "My Dog, Buddy,"
in Outer Space," "The Ele
Monster," and "12 to the Moo

Call MPAA Board For Thursday in N

The board of directors of tl
tion Picture Association of A
is scheduled to meet here Tl
morning. Eric Johnston, pr
will preside at the meeting wh
marily will be concerned wi
cussion of an undisclosed title

Col. to Re-Enter

(*Continued from page* 1

in small-gauge versions. So
Film Distributors, an Emp
versal subsidiary, will continue
tribute product released ear
Columbia under its franchise.

Marcus Acquires S

MILWAUKEE, May 2. –
Theatres Management, Inc., ha
six more theatres to the larges
in the state. Taken over are t
erty, Milwaukee, formerly ow
Earl Colvin; the Rivoli, Cec
formerly operated by Unity T
the Hiway No. 57, Grafton,
called the Port Outdoor and ov
Ben Poblockie and Sons; La
Oconomowoc, a Unity house;
16-S. Oconomowoc Unity, a
Rialto at Kaukauna, anothe
theatre.

'Jungle' Bows Tomo

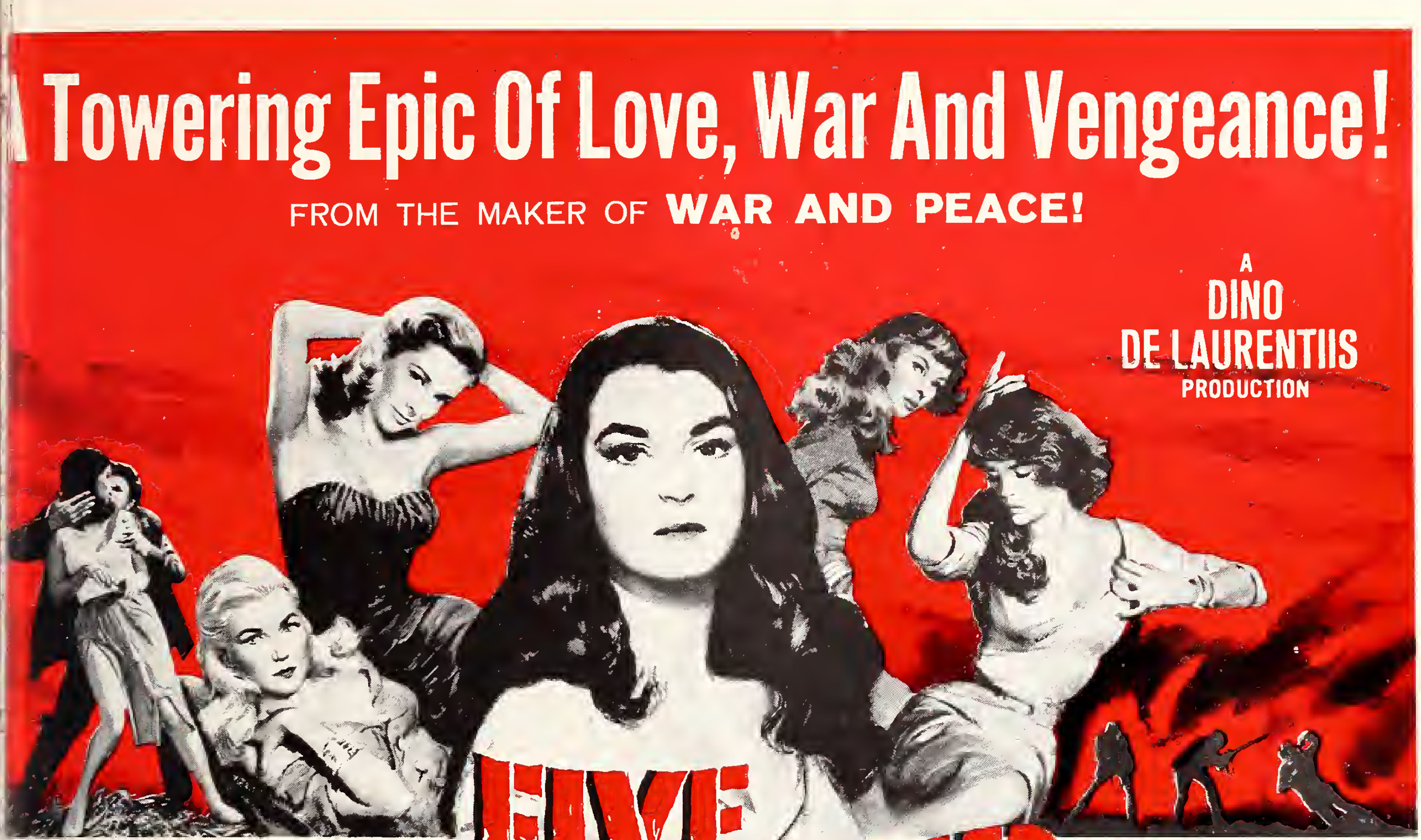
The New York premiere o
ters of the Congo Jungle" w
place tomorrow night at th
Palace Theatre, with leaders
diplomatic, political, social
tertainment worlds in atte
Heading the list will be Dr
Bunche, currently Under-Secre
Special Political Affairs of the
Nations, and the top represe
of the Belgian Government
United States.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

A Towering Epic Of Love, War And Vengeance!

FROM THE MAKER OF **WAR AND PEACE!**

A
DINO
DE LAURENTIIS
PRODUCTION



FIVE BRANDED WOMEN

arring

LVANA ANGANO · VERA MILES · BARBARA BEL GEDDES · JEANNE MOREAU · RICHARD BASEHART · HARRY GUARDINO · STEVE FORREST · ALEX NICOL · CARLA GRAVINA

E MAGAZINE
EERED IT—
ON YOUR OWN
TRONS WILL!

and VAN HEFLIN as Velko

Produced by DINO DE LAURENTIIS · Directed by MARTIN RITT · Screenplay by IVO PERILLI · Based on a novel by UGO PIRRO · A PARAMOUNT RELEASE

KEEP YOUR EYE ON THE FIRST BIG DATES COAST-TO-COAST STARTING MAY 11th!

randed" Is Backed By That Special Brand Of All-Media Showmanship From **PARAMOUNT**

Television Today

Networks Accept Hike In Television Code Fee

From THE DAILY Bureau

WASHINGTON, May 2. – The three television networks have wholeheartedly agreed to increase their yearly Television Code subscription fee by 800 per cent to permit expansion of Code activities, the National Association of Broadcasters announced.

The NAB said the increase for each network—American Broadcasting Co., Columbia Broadcasting System, National Broadcasting Co.—from $1,500 to $13,000 a year was "a significant action to strengthen the industry's self-regulatory procedures."

Subscription Prices Raised

Subscription fees of individual station subscribers also are being increased, in some cases being doubled or tripled for large market stations. The NAB said response from stations also has been "excellent."

The NAB's Television Code Review Board, headed by E. K. Hartenbower, vice-president and general manager of KCMO-TV, Kansas City, Mo., plans to expand the Code's Washington and Hollywood staffs and to establish a New York office.

Farnol Group Adds N.H. To Its P.R. Accounts

The Lynn Farnol Group, public relations organization which for long has represented Samuel Goldwyn Prods. here, has added to its non-industry accounts the New Hampshire State Planning and Development Commission. Among the travel and vacation promotion activities it will conduct for the account will be services for radio, television and motion picture needs.

Melvin Shestack, formerly with Tex McCrary, Inc. has been added to the Farnol Group staff as a senior member.

End Rebuttal Today in TV 'Blockbooking' Case

Government rebuttal of the case presented by the defense for six film and television companies charged with "block-booking" pictures to TV is expected to end in New York Federal Court today, clearing the way for court action concerning Screen Gems, United Artists, National Telefilm Associates, C & C Super Corp., Associated Artists Productions and Loew's, Inc. (MGM).

Examination of government witnesses by both sides yesterday brought the government's rebuttal near its end. Most witnesses called were TV station executives who had testified earlier about their negotiations for film product with the defendants. Their statements concerned Loew's, Screen Gems, NTA and AAP.

Hayes, Healy to Star In NBC-TV Fall Series

Peter Lind Hayes and Mary Healy will star in a new situation comedy series titled "Peter Loves Mary," which will be telecast on NBC-TV during the 1960-61 season, it has been announced by the network.

The half-hour filmed program, produced by 4 Star Productions, Inc., in association with Mirisch Brothers Television and Mount Tom Enterprises, Inc., will be presented in the Fall on Wednesdays, 10-10:30 P.M. (NYT), and will be sponsored by the Proctor & Gamble Co.

AMPP Confab Today

HOLLYWOOD, May 2. – Negotiators of the Association of Motion Picture Producers will meet tomorrow afternoon with the Screen Actors Guild representatives for initial discussions on a contract for television actors whose current contract has been extended to May 31.

'Ruth' Bows

(*Continued from page* 1)

out at the 20th-Fox studio in Hollywood recently at a meeting attended by several branch managers as well as an executive group headed by Skouras and including Buddy Adler, production head; Charles Einfeld, vice president; Sam Engel, producer of the film; and Harry Brand, studio publicity head.

The branch managers contributed important ideas and suggestions regarding the premieres, Skouras said.

Engel and director Henry Koster will shortly begin a 15-city tour as the vanguard of a nationwide trek by new-star Elana Eden and her co-stars Stuart Whitman, Ziva Rodann, Tom Tryon and John Gabriel. All will visit from 12 to 15 key cities, terminating their tours in Chicago on June 17, site of the first premiere at the Oriental Theatre.

Exploitation will also include concentrated drives on television and radio and through newspaper ads in advance of the premieres.

The Chicago opening will be followed the next day with an all-Southern premiere to which the stars will journey to be welcomed by religious leaders in a tribute to the CinemaScope film. Each succeeding day will see premieres in a multitude of cities such as Kansas City, Minneapolis, Dallas, Milwaukee, Cleveland, Albany, Boston, Atlanta, Seattle, etc., ending with a Los Angeles opening for the Variety Clubs Blind Babies Fund on June 27 at the Fox Wilshire Theatre.

Telegrams to each exchange have gone out from president Skouras underscoring the importance of the upcoming events.

Triangle, Affiliated

(*Continued from page* 1)

done by Arthur Howard, Jules Liggett, Wilbur Snaper and Irving Dollinger.

The merger is in line with the expansion program of Triangle which recently merged with the Liggett Booking Service.

Goldwyn Nears Deal On Pre-49 Film Library

From THE DAILY Bureau

HOLLYWOOD, May 2. – S Goldwyn confirmed at the we that after extended negotiations for the sale of the bulk of his 1949 film library to television is closing. Disclosing no details, wyn said an agreement on film price has been reached and the could be concluded within a we two.

He said it would not include his pre-'49 productions; that presumably those best suited to trical reissue, such as "The Best of Our Lives," would be retaine

Decoration Day Mult Bookings for 'Maratl

MGM's "The Giant of Mar will be given saturation booking big promotion campaigns in ke areas throughout the country ning with Decoration Day play it was announced by Jack Byrne president and general sales ma Typical of the saturation bo will be the opening in close t theatres in the New York te May 26.

On May 11, there will be release opening at Loew's Me litan in Brooklyn and a group of tres on Long Island for the Ci Scope color film starring Steve R MGM is backing the heavy new advertising with the biggest TV paign it has ever undertaken in York.

'Bells' Set as July Picture for Music H

MGM's "Bells Are Ringing," ring Judy Holliday and Dean has been set as the July 4th tion at Radio City Music Hall, announced by Jack Byrne, MG president and general sales ma It will also be MGM's July 4 tion at other leading theatres th out the country.

1957-58

"THE COMEDIAN"
PLAYHOUSE 90

1958-59

"EDDIE"
ALCOA - GOODYEAR

*Eligible for Emmy consideration in categories of: OUTSTANDING PROGRAM ACHIEVEMENT

atre Party Brochure 'Spartacus' Mailed

ne 38,000 philanthropic, social, and industrial organizations in ties of the United States and a, who might be interested in aising, are the recipients this of a special mailing piece from rsal Pictures Company, telling about "Spartacus." The Bryna ction will commence roadshow ements in these cities during the nd winter of 1960-61 following rld premiere in New York City,

mailing includes a four-page, olor brochure on "Spartacus" letter inviting these organizato take over a full house or a block of tickets as a means of funds. The letter also includes on how to run a theatre party return postcard to Universal for r information.

pecial Inducements Offered

decision by Universal, which is uting "Spartacus," to launch its sales program this early is pted by the fact that most organs generally plan their fall acin the spring before disbanding mmer. Special inducements are offered for advance purchases ge blocks of tickets.

ney, Rank Renew ribution Deal

agreement providing for the ution of Walt Disney product Arthur Rank Overseas Film Disors, Ltd., has been renewed, it een announced by Ned Clarke, resident and foreign sales manor Buena Vista Distribution Co.,

further group of Disney films e handled by Rank in overseas ries including Argentina, Brazil, Colombia, Cuba, Mexico, Panand Central America, Trinidad, uela, Pakistan, India, Burma, nd, Malaya, Singapore, Hong Germany, Austria; and Italy, half of Disney's current output e distributed by Rank.

Para. Report Shows Huge TV Income Ahead

(*Continued from page* 1)

other known receipts, at least $4,000,000 of the contingent portion will be received by Paramount.

As announced earlier, Paramount's 1959 earnings from operations amounted to $4,410, compared with $4,567,000 the year before. Additional special items last year amounted to $3,109,000, against $7,987,000 in 1958, for consolidated earnings of $7,519,000 last year, compared with $12,554,000 the previous year.

Balaban Outlines MBC Deal

Barney Balaban, Paramount president, informs stockholders in the report that the sale by the company of its investment in Metropolitan Broadcasting Corp., which produced an after-tax profit of about $2,300,000, provided the principal special income last year. Under the terms of the deal with Emka, no payments beyond the $10,000,000 initial advance in 1958 were due until January, 1960.

Reporting on the Telemeter operation in West Toronto, Balaban says it will take "a couple of months" to catch up with the backlog of orders for the Telemeter attachment. "There are many inquiries about franchises in the U.S.," he says, and there are "many proposals for programs to be presented on Telemeter."

"Since this is a new medium of communication," Balaban writes, "we expect to learn a great deal about the economic and technical problems involved as we encounter the unavoidable hurdles to attain the eventual proven operation we know will be developed."

Development Costs Treated

The company's financial report for 1959 carries the note under Development Costs that "To the extent that development costs have been claimed for income tax purposes, amounts thereof equivalent to the reduction in Federal income taxes have been amortized by the company. The balance includes $3,991,000 of costs incurred in the development of a color television tube and $4,190,000 of costs incurred in developing television and electronic facilities and equipment."

Balaban notes that the settlement with the Screen Actors Guild on a new contract will cost Paramount "under $400,000, payable over 10 years," in pension and welfare payments, and that the actors' settlement costs "will only be a portion of the eventual additional labor cost of future feature film production" after agreements are reached with other guilds and studio unions.

Recap on 'Commandments'

His report noted that "The Ten Commandments" has exceeded its estimated domestic film rental of $30,000,000 "with several thousand engagements still to play," and has grossed about $15,000,000 abroad. Also, he notes that Paramount's interest in Fairchild Camera will have a current market value of $6,800,000 after consummation of the proposed merger of Du Mont Laboratories and Fairchild. Paramount's investment in Du Mont as of Jan. 2 last was valued at $5,392,000.

Balaban made favorable reports on other Paramount operations, noting progress in television production arrangements, a first profitable year for Paramount Television Prods. in several years with Station KTLA-TV; increased sales by Telemeter Magnetics and Autometric Corp., and a favorable outlook for Famous Players Canadian, Dot Records and Famous Music Corp.

Outstanding Stock Reduced

Stockholders were told that there was a net reduction of 72,300 shares of Paramount stock outstanding in 1959, after purchasing about 89,800 shares on the market for about $4,200,000, and issuing about 17,500 shares for corporate acquisition.

Paramount's 1959 income amounted to $115,216,000 against $104,682,000 the year before. Costs and expenses were $110,806,000 last year against $100,115,000 in 1958.

Davis Sees Future Bright

(*Continued from page* 1)

on an industry basis, but in the absence of such an arrangement as recommended by the Rank Organisation, there was no alternative but to "go it alone." The group is therefore proceeding on a definite planned—though flexible—course.

For those theatres which in the long term will survive, Davis foresees a much increased standard of comfort and service—at the same time a growing tendency towards the "road show" film at increased prices and with booked seats, and new equipment to give a finer presentation in city centre cinemas. The trend towards making the cinema an entertainment centre will gather momentum. Modern methods of catering, background music, lively foyers and contemporary decor all have their place.

"Rationalisation in distribution must also happen if distribution overheads are to be reduced to conform to the changing pattern as distribution companies cannot succeed in the future with falling outputs," Davis declares.

On British production the Rank chief says that the upward trend in quality and box office appeal had completely justified the industry and government action to support it. He warned, however, of the growing pressure by exhibitors to cut down or eliminate their contributions to the British Film Production Fund. Without the Fund, British production would quickly contract—and, quite apart from national considerations, for this to happen at the same time as American feature production is falling would be as destructive to exhibitors as to producers, he declared.

1959-60

"THE MANY SIDES OF MICKEY ROONEY"*

REVUE

F VARIETY . . . OUTSTANDING PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR SERIES.

AMPP Pact Is Approved By 96% of SAG Members

From THE DAILY Bureau

HOLLYWOOD, May 2.—The national membership of the Screen Actors Guild has voted by majority exceeding 96 per cent to approve the new contract between the guild and the Association of Motion Picture Producers.

The contract ended a five-week strike by the guild. Results of secret mail referendum were announced by John L. Dales, the guild's national executive secretary.

Savarese Bill

(*Continued from page* 1)

as a reason the fact "the revenues which the state would receive under this bill would not even suffice to cover the administrative costs of the licensing function," Rockefeller "recognized that there should be a reexamination of the effect of the present fees on the distribution of motion pictures."

"The budget and workload of the Division of Motion Pictures should be carefully reviewed by the Commissioner of Education and the Director of the Budget prior to the preparation of the proposed 1961-62 executive budget, with a view toward reduction of administrative costs performed by the Division of Motion Pictures," the governor wrote.

He added: "In addition, the motion picture industry and the Division of the Budget should further study the factors underlying this bill, so that an agreed solution may be achieved for effectuation on April 1, 1961, the effective date of the bill which is now before me."

The governor's suggestion represented at least a partial victory for the motion picture industry. It marked the first time a chief executive had taken public cognizance of the fact the present licensing fees might need revising.

The senate cast no votes against the measure this year, while the assembly gave its approval by a margin of more than three to one—after a sharp debate.

Adventures of Huckleberry Finn

(CONTINUED FROM PAGE 1)

Michael Curtiz, preserves the authentic flavor of the original literary masterpiece and yet presents it in visual terms. Eddie Hodges, new and sensational juvenile star, is Huck Finn exactly as Samuel Clemens conceived him in his semi-autobiographical novel 75 years ago. The other characters including Archie Moore as Jim, the Negro slave; Tony Randall and Mickey Shaughnessy as the King and Duke, Mississippi swindlers; Judy Canova as the sheriff's wife; Andy Devine and Buster Keaton as the circus owner and lion tamer; and Josephine Hutchinson as the Widow Douglas all are precisely as millions of readers have imagined them.

Adding also to the rich flavor of the production are the authentic Mississippi River settings, including the riverboats which so fascinated Clemens that he chose his pen name from the river pilot's cry "by the mark—twain," and the magnificent photography, in Metrocolor, by Ted McCord.

Curtiz' direction of the agile, mischievous and resourceful Eddie Hodges makes that lad a believable Huck from the moment he evinces his protest at the strictures of table manners and dress in his aunt's home and he shows his longing to see the world via the great river. From there on he has the audience in his hands as he tries to mollify his drunken father; builds a raft to float down the Mississippi; joins forces with his friend Archie Moore who is seeking the safety of free territory; meets and becomes involved in the nefarious schemes of Randall and Shaughnessy, the riverboat swindlers, and outwits them; joins the circus run by Devine and Keaton as the world's youngest lion tamer; gains the confidence of Finlay Currie, wise old river pilot; and ultimately shakes off his enemies the swindlers, as well as the slave catchers who are pursuing Moore.

The picture's greatest value is that it tells the story as Clemens originally conceived it, without elaboration, and with all the deep human insight and the remarkable capacity for recreating an era in American life that the author gave to the book.

Several songs, with lyrics by Alan Jay Lerner, fit naturally into the flow of the story.

It is a family picture of tremendous appeal to audiences of all ages, whether or not they have read the classic from which it was drawn.

Running time, 107 minutes. General classification. May release.

James D. Ivers

SPG, United Artists Sign 1-Year Contract

The Screen Publicists Guild and United Artists have reached agreement on the provisions of a new one-year contract providing increases in wages and minimums and other benefits for members of UA's advertising-publicity and exploitation department. Terms of the pact, which is retroactive to April 5, were jointly announced yesterday by the executive board of SPG and Roger H. Lewis, UA vice president in charge of advertising, publicity and exploitation.

Agreement was also reached to officially include, under the SPG contract, advertising, publicity and exploitation personnel of United Artists records and music subsidiaries as part of the UA bargaining unit.

Baltimore Prices

(*Continued from page* 1)

through Thursday from 5 P.M. until closing, instead of the previous $1.49. Opening until 12:30 P.M. is 50c and from 12:30 P.M. until 5 o'clock Tuesday through Saturday tickets are 75c. Every Monday until 5 P.M. all the theatres have reinstated their "Shoppers Special" when admission is 50c.

Friday and Saturday after 5 P.M. and all day Sunday admissions are $1.25.

Kramer Ta

(*Continued from page* 1

exposure to new technical d ments, found an opening to tention to a change in motion material, now regarded by m "controversial," and stated t motion picture has fallen into t tical arena in which we live.

The producer-director spok early day problems in getting as an unknown producer, and later aim to reach the public, a field filled with pitfalls a troversy. He cited his produ "The Defiant Ones" as an which some maintained was tion on the American body po should not be shown abroad would be construed as unfavo the U.S.

"This same film received an at the Mexican Film Festiv it was a film made by America menting on Americans. If su were shown around the w might prove to the world t could not be made under a tot government," Kramer pointed added:

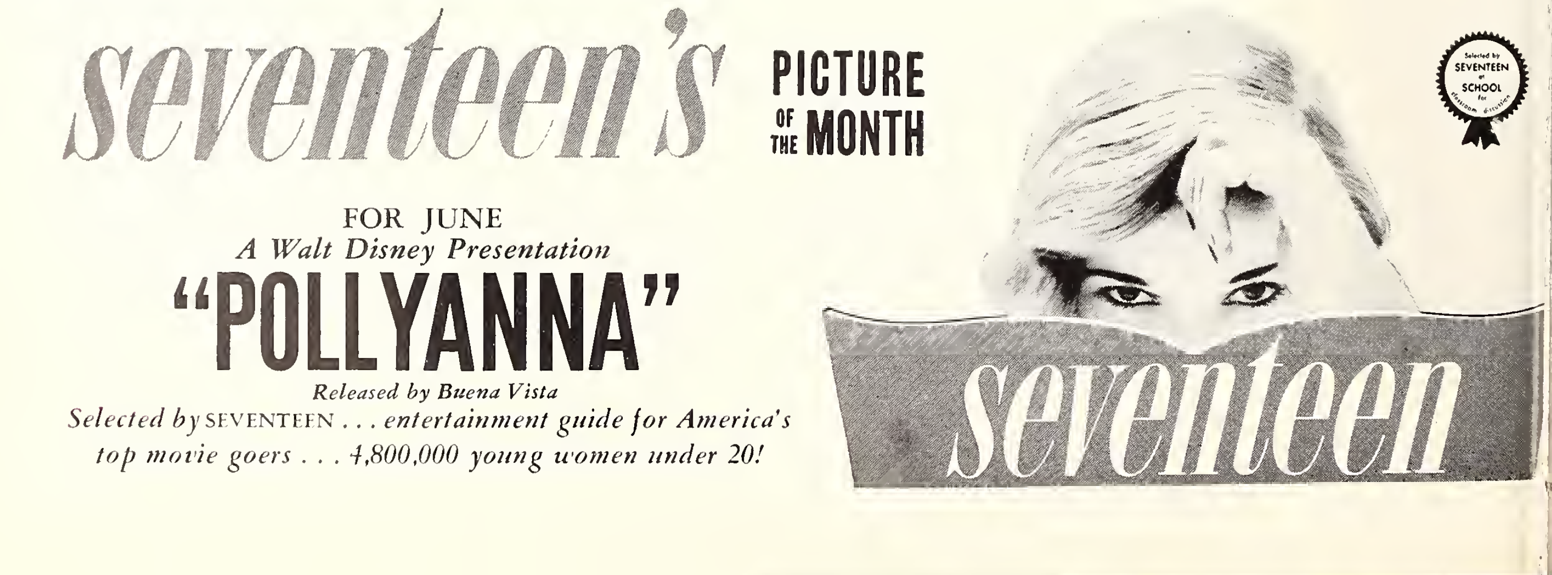
"The world in which we come into a position where provide a platform for discu which there is not nearly en

Criticizes Legion

Kramer then re-affirmed on hiring and firing of peopl lects for his films, stating that dom comes hard," and mindf American Legion's recent obj his use of Nedrick Young, writer of "Inherit the Win took the Fifth Amendmen questioned before the Un-A Activities Committee, Kram "Do I think the American Le hurt my picture? I think t make life miserable."

"Pressure groups are not be the determinants in my si Kramer said, "If I must be then let me be judged by w pears on the screen."

Kramer concluded his talk erence to issues of the world we are joined today, stat Khrushchev does not want w cause he knows Russia can war. He wants peace becaus a better chance of winn peace."


seventeen's PICTURE OF THE MONTH

FOR JUNE
A Walt Disney Presentation
"POLLYANNA"
Released by Buena Vista
Selected by SEVENTEEN . . . *entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!*
Selected by SEVENTEEN at SCHOOL for classroom discussion
seventeen

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

, NO. 86 NEW YORK, U.S.A., WEDNESDAY, MAY 4, 1960 TEN CENTS

Deals Soon

E Advances -Issue Plan r Post-'48s

ıs Says Two Company lents 'Enthusiastic'

presidents of two major film es have expressed "enthusiastic ' in a plan to re-issue post- lock-buster" films to exhibitors, rcus, chairman of an Ameri- ıgress of Exhibitors' sub-com- on post-'48 films on tv, said y. Marcus did not identify ıpany presidents.

plan, he said, which has been great detail to the company its, gives unmistakable evi- hat the companies would re- reater revenue from theatre s of the films than any possible through sale or lease to tele-

iations are continuing with the n companies, Marcus stated,

Continued on page 2)

Spells Out Terms Vork in TV Films

y SAMUEL D. BERNS

LYWOOD, May 3. — The Actors Guild today started gotiations with the Associa- Motion Picture Producers and of Television Film Producers ew collective bargaining con- vering acting work in televi- ns. The present contract ex- May 31. The new contract

Continued on page 7)

van Leaves Today Story' P.R. Mission

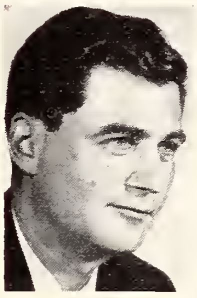
rd E. Sullivan, 20th Century- ıblicity director, leaves here a five-week tour of the Holy ccompanying George Stevens ecial research mission to initi- public relations phase of "The Story Ever Told." Sullivan t to Rome, where he will meet

Continued on page 3)

ISION TODAY—page 7

Col. Integrates Promotion Units

Columbia Pictures has integrated its international and domestic promotion units into a single global department for economy reasons and because the company is deriving as much money from abroad as it is in the U.S., Jonas Rosenfield, Jr., executive in charge of advertising and publicity, told the trade press yesterday in an interview at the Columbia home office here.


Jonas Rosenfield

Rosenfield, who will head the newly created department, said the deci-

(Continued on page 3)

New Business-Building Plans to Ad-Pub. Group

New industry-wide business-building and promotion plans will be examined and discussed by the advertising-publicity directors committee of the Motion Picture Association of America at its regular monthly meeting here tomorrow.

The committee also will hear a proposal from Si Seadler, chairman, that the field staff of industry publicists that was responsible for some of the excellent promotion work on this year's Academy Awards presen-

(Continued on page 7)

COMPO Witnesses Tell House Committee:

New Minimum Pay Bill Would Close Theatres

Urge Complete Exemption; Say Circuit Closings Would Imperil Product Supply

By E. H. KAHN

WASHINGTON, May 3.—Stating that thousands of theatres will be forced to close unless motion picture theatres are granted complete exemption from the provisions of the proposed $1.25 an hour minimum wage bill, COMPO presented the motion picture industry's case before a subcommittee of the House education and labor committee at a public hearing here today.

The principal arguments for theatre exemption were made by LaMar Sarra of Jacksonville, Fla., and C. Elmer Nolte, Jr. of Baltimore, national co-chairmen of the COMPO minimum wage committee.

Other witnesses were Duncan R. Kennedy of Chicago, vice-president and general manager of Publix Great States Theatres; Frank C. Lydon of Boston, executive secretary of Allied Theatres of New England; John Thompson of Gainesville, Ga.; Ted Manos of Greensburg, Pa.; and John Manuel of Bel Air, Md. All witnesses presented written statements to the committee to supplement their oral testimony.

Sarra's statement included a recent

(Continued on page 6)

Wage Hearing Aids Industry's Chances

From THE DAILY Bureau

WASHINGTON, May 3.—An impressive appearance by motion picture industry witnesses today sharply raised the odds that the House Labor Standards subcommittee, at least, would go along with continuing motion picture theatres' exemption from the Federal

(Continued on page 6)

Allied Artists to Handle 'Serengeti' and 'Bridge'

From THE DAILY Bureau

HOLLYWOOD, May 3. — Negotiations have been concluded whereby Allied Artists has obtained rights to the Academy Award-winning "Serengeti" and the Academy-nominated "The Bridge," it was announced today

(Continued on page 7)

REVIEW:

The Rat Race

Perlberg-Seaton-Paramount

A BOY WITH stardust in his eyes leaves his midwestern home town to seek fame and fortune as a musician in New York where right off he meets with a young dance hall hostess embittered and cynical with her losing struggle to subsist in the "rat race" of the big city.

Tony Curtis as the saxaphone player and Debbie Reynolds as the disenchanted girl provide the marquee lure for this fine William Perlberg-George Seaton drama enlivened with witty dialogue and some outstanding performances. Robert Mulligan directed with many excellent touches

(Continued on page 3)

No Early Decision in TV 'Block-Booking' Case

The government's "block-booking" case against six film and TV companies ended yesterday in New York Federal Court, following nine weeks of trial. Both sides were ordered to submit briefs by August 1.

Judge Archie O. Dawson said he

(Continued on page 7)

Toll-TV Could Close 16,000 Houses: Harling

Special to THE DAILY

SAN FRANCISCO, May 3. — Toll television, if firmly and nationally established in the U. S., would result in the closing of 16,000 theatres, Philip F. Harling, chairman of the Anti-Toll TV Committee of the The-

(Continued on page 7)

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures vice-president and general sales manager; MILT GOODMAN, assistant general sales manager; VINCENT M. BORRELLI, sales coordinator; JOSEPH FREIBERG, aide to Jackter; H. C. KAUFMAN, exchange operations manager, and SAUL TRAUNER, New York branch manager, have returned to New York from Washington.

•

WALTER READE, JR., chairman of the board of Continental Distributing, Inc., has left New York for London and the Continent.

•

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, and HERMAN KASS, executive in charge of national exploitation, are in Chicago from New York.

•

KONSTANTIN KALSER, president and executive producer of Marathom TV Newsreel, will leave here today for Germany.

•

JOSEF FILIPOWIC, head of J F Film Service, will leave New York today for the Coast.

•

ZACHARY SCOTT and MRS. SCOTT left here yesterday via B.O.A.C. for the Cannes Film Festival.

•

WILLIAM CASTLE, producer, will arrive in New York today from Hollywood.

•

EDWARD EMANUEL, Philadelphia exhibitor, has been married in that city to JOSEPHINE WEINER.

•

J. E. "SKIPPER" MARTIN, exhibitor of Montezuma, Ga., has returned there with MRS. MARTIN following a honeymoon in Florida.

•

CHARLES LESTER, formerly Southern district manager for National Screen Service in Atlanta, has left there with MRS. LESTER for a trip to the Orient.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Japanese Relax Some Import Regulations

From THE DAILY Bureau

WASHINGTON, May 3.—The Japanese government has relaxed certain of the regulations governing motion picture imports for the fiscal year beginning April 1, 1960. However, Nathan D. Golden, motion picture head of the Business and Defense Services Administration, points out the Japanese retain the same basic quota with regard to the number of import permits to be granted for U.S. feature films.

Probably the most important change is an increase in the number of prints allowed for foreign films. In the current fiscal year distributors may import a total of 14 positive prints of any one picture or import one negative and have 18 prints made in Japan. Last fiscal year 12 positive prints could be imported and 16 prints could be made in Japan. It is thought that with more prints foreign films will have wider showings and distributors will get more for their promotional-dollar.

Also changed is the franchise life of imported films. It has been raised from five to seven years. This change will be helpful to the distributors of very successful pictures who may want to re-release them. In the past, if a company wished to re-release a picture five years after its initial introduction into the Japanese market, the film would be charged against its import quota.

Emmett Rogers Dies; 40 Years in Industry

Special to THE DAILY

CHATTANOOGA, Tenn., May 3.—Emmett R. Rogers, 69, former city manager of the Eastern Theatres of this city, operators of the Tivoli and Rogers theatres here, died at his home following a long illness. Active in the industry for 40 years, he had been adviser to Eastern Theatres since 1957.

Rogers in the earlier days of the industry was district manager for Famous Players-Lasky Corp., which later became Paramount Publix. In 1928 and 1929 he was district manager for Paramount in Birmingham, returning to the Tivoli here in 1930.

'Ben-Hur' Opens Cannes Film Festival Tonight

M-G-M's "Ben-Hur" will open the Cannes Film Festival tonight as 1800 guests, representing the motion picture industry and press of the world, fill every seat of the Festival Theatre.

Joseph R. Vogel, president of M-G-M, director William Wyler, and star Haya Harareet will be at the theatre to represent the epic film which is being shown "out of competition."

Re-Issue Plan

(*Continued from page 1*)

and efforts are being made to arrange conferences with other distributors in the immediate future.

The ACE sub-committee, of which Walter Reade, Jr. and Harry Brandt are also members, asserted that the astronomical amounts of money that have been mentioned as being necessary to purchase the post-'48 film libraries for re-issue to theatres are "way out of line."

Money will be needed, Marcus said, but the amount necessary to proceed is "reasonable" and easily within reach. Primary sources for the funds are on hand now, he said, and will be augmented by a plan to be announced soon.

The ready-made market of 18,000 conventional theatres and drive-ins that could absorb 50 packages of two pictures each year, because of their owners' financial interest through personal investment in the re-issues of the films, was of primary interest to the company presidents who have explored the plan, Marcus said.

Main Provisions Outlined

The ACE plan includes these provisions, Marcus said:

1. The film packages to be re-issued are to be selected by an ACE committee.

2. ACE will be guaranteed by the companies that the films selected would be available to the theatre market, exclusively, for a stated number of years and the rights then would revert to the companies to dispose of in any manner and to any customer.

3. Exhibition will guarantee to the distributor a minimum sum for each picture.

4. The original distributor would himself distribute the films selected by ACE, and would receive a normal distribution percentage for so doing.

5. After ACE recoups its guarantee, plus the cost of distribution's advertising and prints, distribution would receive an additional 50% of such revenue accruing from the re-issued pictures, with the ACE agency retaining the other 50%.

6. The film packages to be set up are to be handled and merchandised by the distributors as "new films," with new trailers, new paper and in some cases an entirely new advertising approach, it was stressed.

Announcements of concluded deals with distributors are expected to be made reasonably soon, Marcus said.

Skouras Sees Ike

WASHINGTON, May 3 — Spyros Skouras, president, 20th Century-Fox, conferred with President Eisenhower yesterday. The White House made no announcement of the nature of their discussion.

TENT TAI

Variety Club Ne

MILWAUKEE — Tent No.
last week celebrated its "
Dressen Night" to greet the ne
ager of the Milwaukee Braves.
uled for the ballroom of the W
Hotel, the beefsteak dinne
the club members, their guest
galaxy of entertainment stars a
dignitaries.

△

PHILADELPHIA—Joan C
and Rep. Kathryn E. Granaha
U.S. Congresswoman, will be
by the ladies auxiliary of T
13 at its 25th anniversary l
to be held on Friday at the I
Stratford Hotel.

△

ATLANTA — The Variety
this city will hold its Old Ne
Sale on May 13.

B&H Quarter Sale Ahead of Last Yea

Special to THE DAILY

CHICAGO, May 3.—First
sales of Bell & Howell were a
last year, while earnings for t
od were lower because of ne
uct pre-production and m
costs, Charles H. Percy, p
reported to shareowners at t
pany's annual meeting here.

Sales and earnings for the
cover operations of Bell & Hov
subsidiaries, including Cons
Electrodynamics Corporation
dena, which was merged w
company in January this y
a combined basis, sales of $24,
compared with $20,324,000
first quarter of 1959.

Pre-Tax Earnings Off

Pre-tax earnings for the fir
ter were $1,049,000 versus $1,
in the same period last ye
earnings of $573,000, or 1
per share, compared with $7
or 20 cents per share, for t
quarter of 1959.

Lord Morrison He British Film Censo

From THE DAILY Bureau

LONDON, May 3—Lord M
former deputy prime minister
Labour Government, was to
pointed president of the Britis
of Film Censors. He replaces
ney Harris, who has resigne
holding the presidency since I

The president of the censo
does not view all films submi
is called in when there is unc
regarding particular pictures.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

l. Integrates

(Continued from page 1)

consolidate, effective imme-
has been in the works for
years. Expanding markets in
merica, Africa and the Near
East were largely responsible
move, he added.

erly, the executive stated, in-
nal publicity was a "stepchild"
get, material and manpower,
d to domestic campaigns. But
re facilities will be placed in
ld market and publicity mate-
signed specifically for abroad
created.

field emphasized the need for
onal material when a film is
uction, so as to give the film-
ublic impetus to see the pic-
ore it reaches the theatre. The
partment will make directly
e to all its overseas offices the
manpower, ideas and re-
of a combined department
rtered in New York and Hol-

ill Aid Publicity Men

ll also strengthen the auto-
of publicity directors and
s throughout the world. Co-
expects a closer relationship
the home office and key out-
the publicity set-up, headed
Tucker, Great Britain; Jack
Europe and the Middle East;
Doyle, Australia, and Manuel
and Jose Luis Palafox, Latin

ration will also be in operation
company's studio where Ely
the foreign publicity depart-
ill be working more closely
hn C. Flinn, studio advertising
licity director.

nbia will test the new scheme
o films currently in production,
Guns of Navarone," on loca-
Greece, and "Pepe," a George
production. Publicity films and
e being prepared for markets

ate-Ownership a Factor

er, who with Robert S. Fergu-
tional director of advertising,
y and exploitation, accompa-
senfield to the luncheon, said
ause most European radio and
n is state-owned, film compa-
ve trouble advertising their
s on the air. Therefore the
l must be carefully integrated
gular television features if it
exploited.

field, who will be assisted by
n in the new venture, said
home office reorganization in-
the physical relocation of the
publicity department to the
oor as the domestic unit. This
w joint planning to take place.

TE Meet Set Here

New York section of the So-
Motion Picture and Televi-
gineers on May 18 will hold
hly meeting here at the World
Auditorium at 7 P.M. Subject
l will deal with simplified film
ng.

The Rat Race

(CONTINUED FROM PAGE 1)

getting the most out of his performers in a crisply written screen play by Garson Kanin, who also authored the Broadway stage play upon which it is based.

Directed to a cheap rooming house by Jack Oakie, who is well cast as a sympathetic bartender, Curtis meets Miss Reynolds who is being evicted from her room by Kay Medford for non-payment of rent. The compassionate Curtis induces her to share the room with him by setting up a curtain as a room divider. The naive Curtis pays no heed to Miss Reynolds' warnings to beware of the city rats who are not to be trusted, and is subsequently "taken" by many of the town's rackets.

A trio of musicians, played by real-life performers—Joe Bushkin, Sam Butera and Gerry Mulligan—steal his instruments. But even this setback fails to dim Curtis' enthusiasm. When he is offered a job with a band on a cruise boat, Miss Reynolds borrows money from her hardened boss, Don Rickles, and buys a set of musical instruments for Curtis. In return for the loan Miss Reynolds promises Nickles to be "friendly" to wealthy business men, so that Nickles can be assured of getting his money back. Curtis returns to New York just in time to save Miss Reynolds from an assault by Nickles and an aide who came to collect the money, or else, as Miss Reynolds has reneged on her promise.

Curtis has softened the hard core of Miss Reynolds' cynicism, and she agrees to marry him. Curtis is excellent as the boy, and Miss Reynolds abandons her image as the girl-next-door-in-jeans for a sophisticated, sexy role that should win her many new admirers.

Some of the best lines are entrusted to Miss Medford who is superb in her role as the caustic landlady, and is responsible for some of the heartiest laughs in the picture.

Robert Burks handled the Technicolor cameras for some fine color photography.

Running time, 105 minutes. Adult classification. Release, in July.

SIDNEY RECHETNIK

Appeal on Sunday Films In S.C. Set May 11

Special to THE DAILY

COLUMBIA, S.C., May 3. – The appeal from a common pleas court decision against Sunday motion pictures will be heard by the South Carolina Supreme Court on Wednesday, May 11.

A group of theatre operators and patrons is appealing from circuit court Judge T. B. Greneker's order in which he held that Section 64-1, one of the state's controversial "blue laws," applied to the public showing of motion pictures on Sunday and was not unconstitutional.

Judge Greneker had been asked by the operators and patrons to issue a declaratory judgement to the effect that Section 64-1 did not apply to the orderly showing of motion pictures on Sunday or, if the statute did apply in such circumstances, it was unconstitutional.

Sullivan Leaving

(*Continued from page* 1)

with officials of the Vatican for special operational talks on the production.

From Vatican City, he will journey to Israel for similar discussions with government leaders there. Sullivan will then jet to Paris to ground-break the public relations projects for the "Story" troupe. The publicity director will travel through Lebanon, Syria, Spain and into Germany for the world-famous Oberamergau Passion Play, preceding by two days Stevens and his research experts.

RCA Sales, Earnings In Records for Quarter

Sales and earnings of the Radio Corporation of America in the first quarter of 1960 achieved new records for the second consecutive year, RCA president John L. Burns told the annual meeting of shareholders here yesterday.

He announced that sales of products and services amounted to $361-200,000, compared with $321,800,000 in the first quarter of 1959. Net profit after taxes was $13,000,000 as against $12,900,000 in the first three months of last year. Earnings per common share were 85 cents, compared with 88 cents in 1959.

Levine Sets U.K. Tour To Promote 'Unchained'

Joseph E. Levine, Embassy Pictures president, will tour four key film centers in England and Scotland during May to outline his elaborate merchandising program for the saturation opening of "Hercules Unchained."

Levine will commence his tour May 24 in London and will follow with visits to Birmingham, Leeds and Glasgow where he will detail his extensive newspaper, radio and television campaign budgeted at more than $140,000, the largest amount ever expended on the opening of a film in the British Isles. In addition to his appearances at the theatre manager conventions, Levine will participate in an array of press, radio and television activities.

PEOPLE

B. B. "Deacon" Garner, of Lakeland, Fla., active in the industry for the past 35 years, has retired and released his last two theatres, the Ritz and the Outdoor Drive-in, both of Winter Haven, to **Carl Floyd,** owner of Floyd Theatres. **Garner,** former president of Motion Picture Exhibitors of Florida, is currently serving as treasurer of that organization.

□

William Ornstein, industry publicist, has been added to the Allied Artists home office staff for special assignments on "Pay or Die" openings under **Lars McSorley,** Eastern advertising-publicity director.

□

Marilyn Reiss, formerly with the CBS Television Network and more recently head of the television department of the Arthur P. Jacobs Co., has joined the personality department of Rogers & Cowan here.

□

Conway Johnson and **Mrs. Johnson** now are operating the Morristown Drive-in Theatre, Morristown, O.

□

Arvin Rothschild, Jacksonville exhibitor who is president of Continental Enterprises, which has extensive theatre interests in both production and exhibition, will conduct CE's annual stockholders meeting at the Roosevelt Hotel, Jacksonville, on May 11.

Mirisch Reelected by Screen Producers Guild

From THE DAILY Bureau

HOLLYWOOD, May 3. – Walter Mirisch was reelected president of the Screen Producers Guild last night, with Julian Blaustein also chosen to serve another term as first vice-president. David Weisbart and Louis Edelman, who were second and third vice-presidents, respectively, were voted into an exchange of positions.

Aubrey Schenck continues as secretary, and Jerry Bresler was elected as the guild's new treasurer. Frank Rosenberg and Milton Sperling continue as first and second assistant treasurers respectively.

Seven members elected to serve on SPG's executive board are Bresler, Edelman, Mirisch, William Self, Carey Wilson, Mervyn LeRoy and George Glass.

Adcock in WB Post

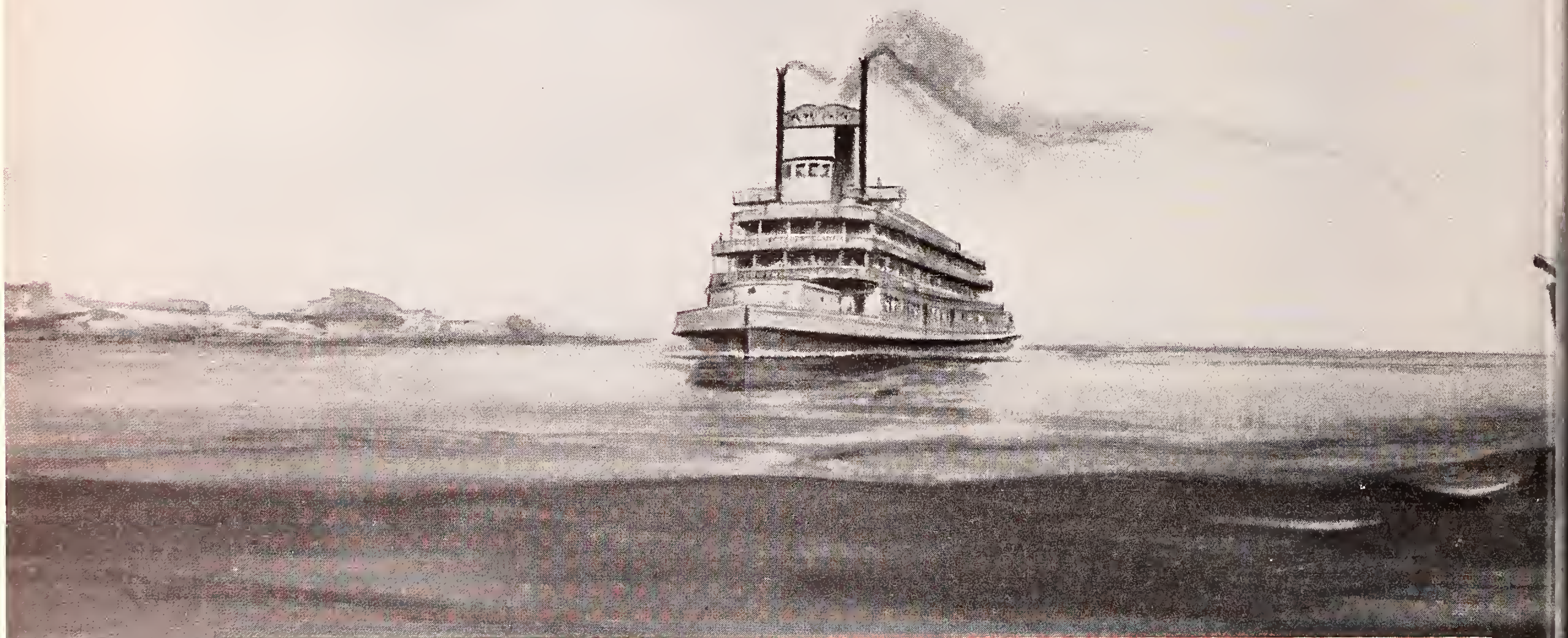
MINNEAPOLIS, May 3. – Myron Adcock has taken over as branch manager for Warner Brothers here, replacing the retiring A. W. Anderson. Adcock served as branch manager for five years during Anderson's term as district manager. With the elimination of the position of district manager both men moved back—Anderson to branch manager and Adcock to assistant branch manager.

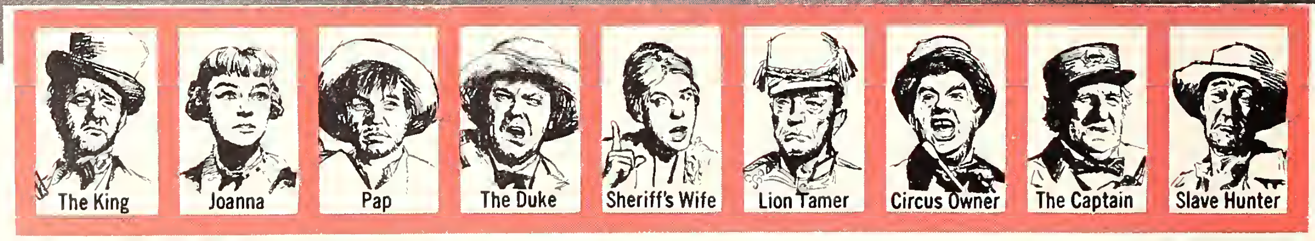
METRO-GOLDWYN-MAYER presents
SAMUEL GOLDWYN JR'S.
production of

MARK TWAIN'S

The Adventures of Huckleberry Finn

in CinemaScope and METROCOLOR

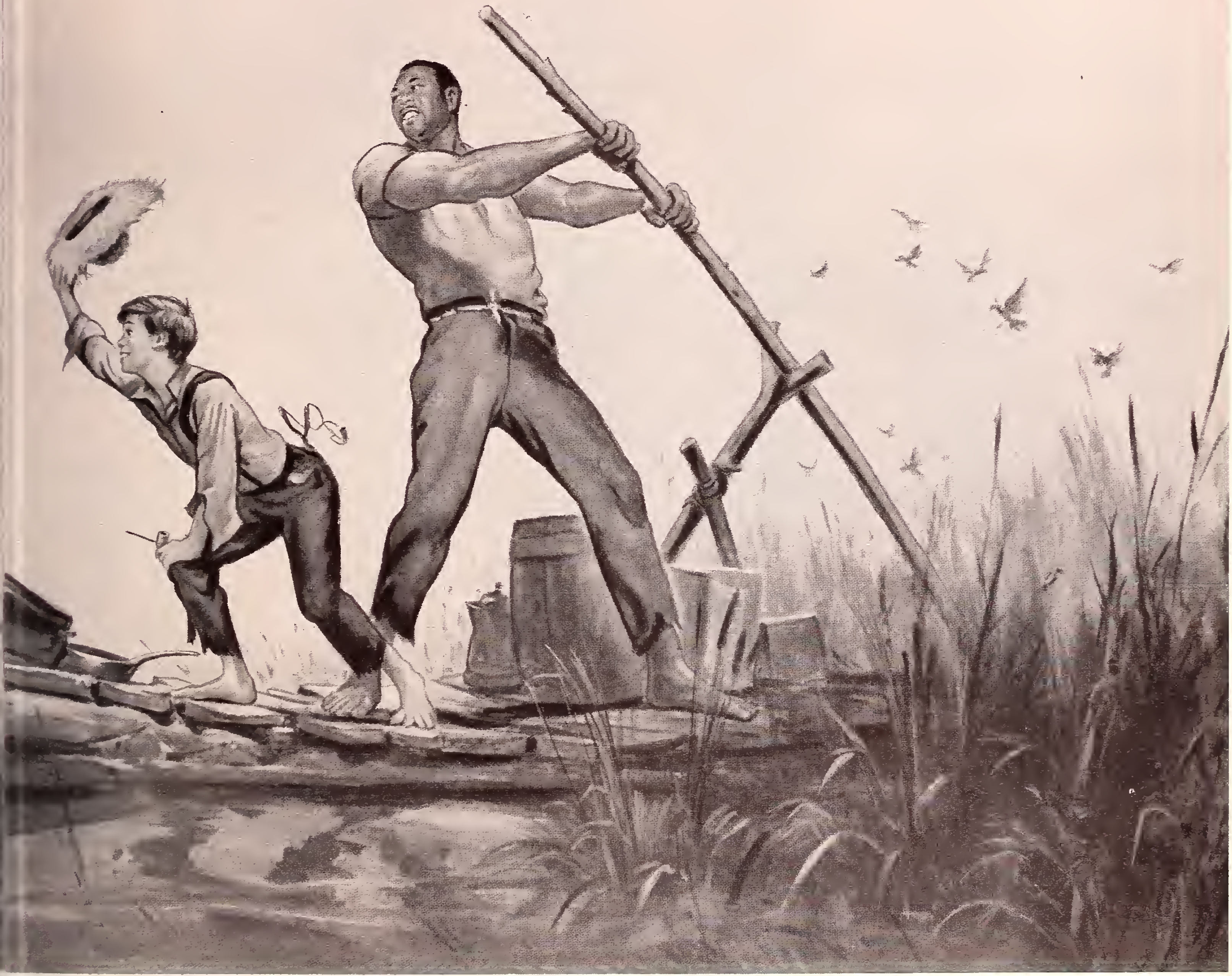



The King
Joanna
Pap
The Duke
Sheriff's Wife
Lion Tamer
Circus Owner
The Captain
Slave Hunter

A WONDERFUL WORLD OF EXCITEMENT!

All the vivid characters, the hilarious scenes, the thrilling adventures of Mark Twain's best-loved story now magnificently brought to the giant screen!

The Honors Begin!
"Picture of the Month"—Good Housekeeping,
"Picture of the Month"—Parents' Magazine



Starring

TONY RANDALL

Co-Starring

PATTY McCORMACK · NEVILLE BRAND

MICKEY SHAUGHNESSY · JUDY CANOVA · BUSTER KEATON · ANDY DEVINE

with FINLAY CURRIE STERLING HOLLOWAY

Presenting

ARCHIE MOORE

as "JIM"

And Also Starring

EDDIE HODGES

as "HUCKLEBERRY FINN"

Screen Play by JAMES LEE Directed by MICHAEL CURTIZ

Say Minimum Pay Hike Would Close Theatr

Increased Costs Seen as Fatal By COMPO

(Continued from page 1)

COMPO survey of five theatre circuits which showed that a mandatory minimum of $1.25 an hour, based on present employment, would increase their payrolls by over $7,200,000 in four years. This, he said, would not only wipe out the profit margin of many theatres but would make their continued operations very doubtful.

"It would certainly make it impossible," he added, "for the more profitable circuit theatres to subsidize the losing units in these circuits as they have in the past. Many such losing theatres would be closed."

Presents Detailed Data

To illustrate the effect of the bill on individual theatres, Sarra presented a tabulated summary of the increased labor costs for 21 individual theatres, which showed that 1959 profits of 10 of these would be converted into losses under the higher wage scale, and that the profits of 11 others would be substantially reduced or nearly wiped out.

"Since a high percentage of domestic film rentals collected by producing and distributing companies comes from circuit theatres," Sarra asserted, "it is obvious that any legislation imperiling the existence of these theatres would also contain serious danger to single, independent theatres. The reason for this is that if there is a distinct curtailment in the film rental paid to producing and releasing companies there will be less money available for the production of future pictures."

Not Touched by Boom

Sarra pointed out that, unlike most industries, the motion picture theatres had not shared in the general prosperity of the last few years, and contended that the proposed exemption of retail enterprises grossing less than $500,000 or even $1,000,000 a year would not solve the situation. He explained that such exemptions, under the bill as written, would not apply to theatres owned by a circuit if the circuit's over-all gross exceeded the proposed minimums. Many circuit theatres are unprofitable, he said, but are carried by the profitable houses in the chain. This would no longer be possible, he explained, under the staggering increase in labor costs which would result unless theatres were granted exemption.

Points to Part-Time Work

Nolte emphasized that theatres do not employ heads of families at low wages or require them or their families to live in a substandard manner. He explained that permanent and technical employees received pay far exceeding the proposed minimum requirements. He declared a high percentage of theatre employees are not permanent employees but consist of part-time school boys and girls who serve as ushers, elderly persons in retirement from other jobs who add to their pensions by performing such light tasks as cashiers and doormen, partly disabled persons, persons with other part-time jobs and housewives who can give only a few hours a day to outside employment to augment the family income.

Cites Specific Cases

In supporting his opinion that the industry could not absorb the increased labor costs necessitated by a $1.25 an hour minimum wage, Kennedy cited the effect of the proposed increase on some typical theatres in the Publix Great States circuit, which he represents. One theatre still operating at a profit in a town of approximately 40,000, earned $16,786 in 1959, he said, but if the $1.25 an hour wage had been in effect, it would have lost $1,229. In another city of 100,000, a theatre with a profit of $16,537 last year would have shown a small loss. A third theatre, which lost $3,340 last year would have lost $15,265 if all its employees had been covered by the $1.25 an hour minimum wage.

Lydon called attention to the fact that motion picture employees had been exempt from the provisions of the Fair Labor Standards Act since 1938. Theatre employees, he explained, are covered by state minimum wage laws in 20 of the 33 states which have adopted such regulations. He pointed out, however, that in almost every state, exceptions are made for students, elderly persons and other part-time workers in order "to prevent the curtailment of employment possibilities." These statutes, Lydon said, are in the opinion of state legislators who enacted them ample, fair and reasonable by local standards.

Says Circuit Costs Are Higher

Manos, in asking that no distinction be made between circuit and independently owned theatres, pointed out that "operating and wage costs of circuit operations are much higher than individually owned the
cause a circuit operation mu
a full staff for the operation
theatre whereas individuall
theatres can be operated by
group."

Thompson told the commi
northeast Georgia where he
two drive-in theatres, has be
midst of a depression for thr
and that any increase in la
would wipe out what little
has been able to make.

Small Theatre Owner

John Manuel, who operate
drive-in theatre in Harford
Maryland, told the commit
most of his employees were t
who were paid 50 to 75 cents
and that both they and thei
were delighted that they ha
portunity to earn money wh
to school. A drive-in theatr
plained, represents a sizeabl
ment in land, building and e
which can only be recouped
four-hour period at night
only for about five months
An increase in wages to $1 a
more, he said, would spell d
most operators like himse
would increase his payroll b
cent.

Hearing Aids Industry Chances

(Continued from page 1)

wage-hour act. This does not, of course, insure that the Senate committee will take the same view.

This became apparent in the course of testimony, as several industry witnesses were introduced with warm praise by members of the subcommittee. John H. Dent, (D., Pa.) presented Ted Manos, Greensburg, Pa., as a man to be counted on to provide "factual data" to the group and Chairman Landrum (D., Ga.) presented John Thompson, Gainsville, Ga., as "a very valued friend of mine."

Observers noted that an important element in the effectiveness of the witnesses was that they included the industry's "grass roots"—small operators known personally to, and well thought of by, members of the subcommittee. The witnesses handled themselves well, displaying sincerity and conviction without glibness.

After the industry men had spoken, Landrum thanked the group for a "detailed and interesting" set of statements which, he promised, "will be given serious and thoughtful consideration in executive session."

Roosevelt Tells of Letters

Even Rep. Roosevelt (D. Calif.)—sponsor of the stiff wage-hour bill under consideration—noted that he had received "innumerable" letters in opposition to extending coverage to movie theatres. Submitting them for the record, he noted that the industry's situation "is a national problem, straight across the board." He expressed a personal hope, though, that eventually the industry will be able to say that all of its employees are paid in excess of the statutory minimum.

Rep. Edgar W. Hiestand (R., Calif.) noted that an "outstanding feature" of the testimony is that under today's conditions theatres furnish employment to marginal workers who have no other source of jobs.

Points to 'Inherent Problems'

Rep. Roman Pucinsky (D., Ill.) observed that industry testimony had focused attention on some inherent problems which deserve the subcommittee's serious consideration "to see if we can ask for some relief for them."

Rep. Dent noted, too, that if the price paid for product were to be excluded from gross receipts, then hardly any theatres would come up to the $500,000 minimum set in the Roosevelt proposal.

President Eisenhower sent a special message to Congress urging extension of the Federal wage-hour law to about 3 million additional workers, saying that "this is the most urgent needed change" in the law. This implies advocacy of the Freling Huysen (R., N.J.) bill, which would leave the industry exempt.

Quotes Labor Secretary

He noted that the Secretary of Labor has told Congress that the pay floor could be "increased moderately without disruptive effects upon the economy." This was to some extent balanced by the President's comment that "as responsible officials, we should stand firmly against an excessive increase which could cause unemployment and severe repercussions in many industries and areas." He proposed that "economic facts," not "political or social prejudice" should be the basis for final judgment.

Unique Sta Of Indus Is Emphasi

Secretary Mit Backs Wage

From THE DAILY Bure

WASHINGTON, May 3.
tary of Labor Mitchell tod
upon Congress to consider a
six major items between now
probable early adjournment
summer." One proposal is
creased coverage and a mod
crease in the Federal minim
The secretary said that suc
would "safeguard the econo
est of several million wor
unprotected, and shore up fu
standards of labor that benef
tire society."

Mitchell also urged enact
law to carry out the principle
pay for equal work without
nation because of sex.

Joins Md. Censor

BALTIMORE, May 3.—Go
lard Tawes of Maryland h
Mrs. Mary Avara of this
three-year term on the
State Board of Censors. She
Walter J. Ringley, who died
recently.

.G.A. Referendum jected Pact Offer

om THE DAILY Bureau

WOOD, May 3. – There no national referendum by Guild of America, TV-radio n the latest offer by the Alli- elevision Film Producers, it unced by Edmund L. Hart- ational chairman, because titution neither requires nor ."

est development came about membership vote of writers, ected an alliance proposal eviously had been approved ard.

ing the announcement Hart- erred to a clause in the writ- titution which specifically t all such East and West oblems "shall be referred for t to a concurrent meeting of ils at which members shall single body and in which a vote of the members attend- be sufficient to settle the

ned Down Last Month

ntract proposal which was wn at the April 28 meeting ough accepted by the New mbership, also will be re- this manner.

urrent meeting of the coun- be held within 24 hours a n said.

Artists

ontinued from page 1)

Broidy, president of Allied The contract, executed be- lied Artists and Transocean- Berlin, marks first time in ears that a major American r has handled the release of nade films.

angement was negotiated by . Burrows, executive vice- and treasurer of Allied Art- Dr. Manfred Wolkiser, coun- ransocean-Films.

terms of arrangement Al- ts obtained world rights to i" with the exception of the United Kingdom and ropean countries, including where the picture has al- n shown.

Filmed in Africa

of the Academy Award for l's best documentary feature, i" was filmed entirely in

he Bridge," a Fono Film pro- or Deutsche Film Hansa, Al- sts has contracted for dis- in the United States and with optional rights for glish-speaking countries.

AST COAST
TION PICTURE PRODUCTION,
RIAL and TECHNICAL SERVICES
FOR BETTER FILMS
EATIVE EDITING AND COMPLETE
ERSONAL SUPERVISION
SEPHSON
-2146
45 West 45th St.
New York 36

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

IN THE foreseeable future, in fact beginning June 21, the "Invisible Man" telefilm series returns (had a brief run last year) to CBS-TV, replacing "The Dennis O'Keefe Show" spot Tuesdays 8-8:30 P.M. . . . Summer-replacing "The Ann Sothern Show," starting this July will be a musical TVariety CBShow starring Spike Jones and his laffmakers. . . . Just ran across a letter from a radio vet and in describing one of the stations' top execs, he writes:– quote . . . "with his repressive measures towards his employees and his reprehensible business practices towards advertisers . . ." unquote: (as Carol Burnett would say, "watch it—watch it!) . . . After five years with M P O as film editor, the talented Irving Sachs has joined TV Graphics. . . . Tony Cabot and his Society Ork has been signed for the third year to furnish the music for the Cancer Fund's Telethon May 15 TVia WOR (Channel 9). . . . The National Academy of Recording Arts & Sciences has nominated Allen Swift's Victor LP Album, "Popeye" for the "Grammy" Children's Award.

☆ ☆ ☆

Hugh Downs

Walter Kiernan, one of the most popular spielers in broadcasting and Prexy of the Catholic Actors' Guild, who has emceed many Lambs Club testimonials to Theatre Greats, will himself be thusly honored this Saturday by the Lambs. Hugh Downs will act as "roastmaster" for the "Walter Kiernan Night" which will also feature Eddie Bracken, Harry Hershfield, Bill Gaxton, Loring Smith, Mickey Alpert, Frank Fay, Bert Wheeler, Johnny Andrews, Jonathon Winters, Tommy Dillon, Bill Tabbert, Betty Cox, Susie Lee, Jack Waldron, Peggy Cass, Bernard Nedell & Melville Cooper and Eddie Weber. . . . Veep and NBChief of Publicity Syd Eiges (aside to Nat Kahn—see how he spells his name?) and Mrs. Eiges are vacationing at the Hotel Diplomat in Hollywood, Fla. . . . MGM-TV, under the aegis of its dynamic TVeep George Shupert, has signed Robert Maxwell to an exclusive long-termer as producer. Outfit recently brought in Bob Weitman from CBS as vice-president in charge of production. . . .

Harling Warns

(*Continued from page* 1)

atre Owners of America, today told a meeting of Northern California exhibitors held here. The toll-TV medium, he added, would be "a fraud on the public."

Harling is here to discuss the efforts his committee will undertake to secure passage of the Harris Bills—House Joint Resolution 130 and House Resolution 6245, both of which seek to place cable-TV under the same restrictions for testing purposes as are now exercised by the Federal Communications Commission over broadcast toll-TV.

New B-B Plans

(*Continued from page* 1)

tations program be made a permanent organization. Seadler also is scheduled to propose closer liaison between the committee and the trade press.

Jonas Rosenfield's subcommittee charged with looking into newspaper censorship of motion picture advertising will make a preliminary report to the main committee, but it is understood that Compo, which is making a survey of newspapers invoking some form of regulation of film advertising, has not completed its phase of the study.

'Thriller' To Be 1-Hour Series on NBC in '60-61

Glenbrook Laboratories, division of Sterling Drug Inc., and American Tobacco Company will sponsor NBC-TV's new full-hour mystery and suspense series, "Thriller," during the 1960-61 season, it was announced by Don Durgin, vice president, NBC Television Network Sales.

Will Feature Boris Karloff

The program will present Boris Karloff each week as host and as star in several of the dramas, with other performers as guest stars. Hubbell Robinson Productions Inc. is packaging the series with Fletcher Markle as producer.

"Thriller" will be telecast on Tuesdays, 9-10 p.m. (NYT), beginning in the Fall.

Elected TvB V.P.

Walter McNiff, Western Division director, has been elected vice president of the Television Bureau of Advertising, Norman E. Cash, TvB president announced. McNiff has been with TvB since April 1957 when he opened the first branch office for the bureau in San Francisco. Prior to joining TvB, he was regional manager and accountant supervisor for Kenyon & Eekhardt in San Francisco.

SAG's Terms

(*Continued from page* 1)

will run for three years to June 1, 1963. Some of highlights of television contract proposals presented by SAG to the producers follow:

(1) Pension plan and health and welfare plan, to be financed by employer contributions of amounts equal to 5 per cent of the total actors payroll including residuals.

(2) Increase in minimum salaries in all categories—day player, free lance, series contract, etc.

(3) Old contract scale of residual payments for re-runs of television films, which ranged from 35 per cent for second run to 25 per cent for six run, to be increased to 50 per cent for second run, ranging down to 10 per cent for eighth run.

(4) Re-run provisions to apply to telecasts in cities throughout the world.

(5) Payment for theatrical exhibition rights, including those abroad, subject to individual bargaining with stipulated minimum.

(6) Advance payments for re-runs and theatrical rights to be prohibited.

Chevrolet to Sponsor 'Route 66' On CBS-TV

Chevrolet has signed for sponsorship of "Route 66," a new hour-long Screen Gems production which will debut on CBS-TV next Fall on Fridays from 8:30 to 9:30 P.M., EDT. The program will star Martin Milner and George Maharis as a pair of youthful adventurers, one from a wealthy home, the other from a poor background, traveling cross-country in search of a place to plant their roots.

To Be Filmed in Actual Locales

The series will be filmed on location, in actual locales where various stories take place. These will include the Biloxi, Miss., waterfront, the Oklahoma oil fields, Kansas City stockyards, the Grand Canyon and the Great Lakes. Agency for the sponsor is Campbell-Ewald Co., Detroit.

No Early Decision

(*Continued from page* 1)

did not believe a decision would be forthcoming for a "considerable length of time." His statement followed testimony given by the government's final rebuttal witness, David Baltimore, an executive of WBRE-TV, Wilkes-Barre, Pa., who was questioned on testimony previously offered by executives of Screen Gems and Associated Artists productions.

musifex co
45 w. 45 st. n.y.c.
industrial
music scoring
ci-6-4061

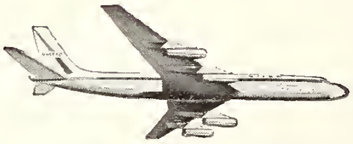
TREAT YOURSELF TO EXTRA CARE SERVICE ON UNITED AIR LINES DC-8 JET

On United Air Lines DC-8 Jet Mainliner® you will find *extra care* is everywhere. You will enjoy delicious meals on the DC-8, prepared by master chefs, served graciously by attentive stewardesses. You will settle back and relax in the biggest, highest, widest seats in the sky. You will enjoy friendly conversation and relaxation in either of the two colorful "living room" lounges—one for First Class and one for Coach passengers. It's a real treat, flying the DC-8. Why not treat *yourself* soon? Call your Travel Agent or your local United Air Lines office for de luxe First Class or thrifty Custom Coach accommodations.

DC-8 NONSTOP SERVICE: NEW YORK, PHILADELPHIA, WASHINGTON-BALTIMORE, CHICAGO, LOS ANGELES, SAN FRANCISCO, PORTLAND, SEATTLE-TACOMA, and HAWAII.

UNITED AIR LINES® DC-8

JET MAINLINER, BY DOUGLAS



THE BEST OF THE JETS . . . PLUS UNITED'S EXTRA CARE

The comfortable high, wide DC-8 seat adds privacy to your dining pleasure.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 87 NEW YORK, U.S.A., THURSDAY, MAY 5, 1960 TEN CENTS

TORIAL

;onciliation rth Saving?

By Sherwin Kane

Y exhibitors and exhibitor aders are convinced that indus- conciliation has been proved plete failure in practice. There ceptions, but those who have n conciliation appear to be to the few who succeeded in ng some vital assistance their use of it.

ill be recalled that the industry ation machinery was established years ago as a corollary to the d efforts of distribution and ex- to establish industry arbitra- he conciliation machinery was ally unused until the American ss of Exhibitors and the Mo- cture Association agreed about ago to activate it as a means viding relief for hard-pressed, xhibitors, in particular.

•

r that, periodic surveys by ON PICTURE DAILY revealed nly very limited use of concili- vas being made by exhibitors of assification, and by no means all it succeeded in obtaining relief. principal exhibitor criticism of ation is that it merely formal- nd in some cases adds time and to a procedure of conference egotiation that always has been ole, without promise of being ore effective.

ributors contend that exhibitors not given conciliation a fair ither in the number or type of ms presented. They argue that of the complaints that have been ht are not the kind that could ttled by conciliation and that exhibitors hold unreasonable ex- ions of what it should do for

•

two viewpoints make it clear nere has been too little use made nciliation by exhibitors for the they know too little about it. he industry is to have a proce- for hearing and adjudicating de- g complaints, especially those of nallest members, there is need educational campaign among itors on what conciliation is and it can and cannot do for them. is is a worthwhile task that be undertaken by exhibitor or- ations individually, or through perhaps with the help of o and of the film salesmen.

'More Than a Showplace'

Marcus, at F.M.P.C., Cites Theatre's Economic, Cultural, Educational Value

Special to THE DAILY

MILWAUKEE, May 4.—"I look upon the theatre as something more than a showplace; the movie industry offers educational, cultural and economic values to the community," Ben Marcus, president of Marcus Theatre Management Co. and a member of the Compo triumvirate, told members of the Federation of Motion Picture Councils meeting here today at the Pfister Hotel.

"At least one half of a theatre's

(*Continued on page* 5)

WGA East, West Units Back TV-Writer Strike

From THE DAILY Bureau

HOLLYWOOD, May 4.—The Writers Guild of America councils, East and West, voted by a margin of 29 to one, with two abstaining, to sustain the majority voice against proposals made by the Alliance of Television Film Producers and the networks to end the current strike. A spokesman here for WGA-W made the following

(*Continued on page* 4)

UA Regional Meeting In Detroit Next Week

Special to THE DAILY

DETROIT, May 4. — Al Fisher, United Artists assistant exploitation manager, will hold a series of conferences with UA regional supervisors and field representatives here Monday and Tuesday.

Attending the meetings will be Wally Heim, Midwest; Addie Addison, Southern; Bill Sholl, West Coast; Murray Lafayette, San Francisco; Joe

(*Continued on page* 4)

Report Active Trading In Industry's Stocks

From THE DAILY Bureau

WASHINGTON, May 4.—Film industry stock transactions reported to the Securities & Exchange Commission during the period from March 11 to April 10, 1960, include the exercise of stock options in March by two

(*Continued on page* 5)

Commerce Dept. Funds For Year Are Approved

From THE DAILY Bureau

WASHINGTON, May 4.—The Senate has passed and sent to the White House the Commerce Department's appropriation for fiscal 1961. This includes funds for the motion picture division, headed by Nathan D. Golden. No funds were provided for expansion of this division.

Goldwyn Writing Awards Presented; Producer Will Double Future Prizes

From THE DAILY Bureau

HOLLYWOOD, May 4.—Peter Renno, 35, a graduate student in UCLA's theatre arts department, today was named winner of the $1,000 first prize in the sixth annual Samuel Goldwyn creative writing competition at UCLA for his novel "Of Staying Born," in a ceremony presided over by Chancellor Vern O. Knudson. The second place award of $250 was won by James E. Hashim, 31, also a graduate student majoring in theatre arts, for his play "Gnaw the Dry Ground."

Samuel Goldwyn, founder of the competition designed to encourage creative writing among college students, presented the winners with their awards at a campus ceremony.

Goldwyn announced that he is increasing his creative writing competition awards from $1,000 to $2,000 for first prize and is upping second prize from $250 to $500, starting next year to commemorate the seventh annual competition.

In presenting the awards, Goldwyn said: "This is the time of year which I always look forward to because it gives me an opportunity to meet again with the new generation of writers at UCLA.

"It was my desire to encourage

(*Continued on page* 5)

Cites Report

AFM Warns Columbia on Post-'48 Sale

Asks Prior Negotiations, Citing Contract Provisions

The American Federation of Musicians revealed yesterday that, taking cognizance of trade reports that Columbia Pictures is considering a deal for release of its post-1948 films to television, it has notified the company that such a sale is subject to the "prior written consent of the Federation" and that the union "assumes that proper negotiations will be instituted prior to the sale."

Notification of its intent to enforce the terms of a basic agreement between the musicians' union and Columbia, effective between 1948 and February 19, 1958, was served in a

(*Continued on page* 2)

UJA 1960 Campaign Moves Into High Gear

The motion picture and amusement industries' 1960 drive in support of the United Jewish Appeal has moved into high gear with the announcement of campaign committees and a summary of campaign plans. Details were revealed yesterday in a statement made by Irving H. Greenfield, of M-G-M, veteran chairman of the joint trade effort for UJA.

The current campaign, which will

(*Continued on page* 5)

First LATO Board Meet Is Set for May 11

Special to THE DAILY

NEW ORLEANS, May 4. — The first meeting of the board of directors of the recently formed Louisiana Theatre Owners has been scheduled for May 11 at the New Orleans Hotel, L. C. Montgomery, president, said.

Members have been invited to sit in at the luncheon meeting which is scheduled to draft by-laws for the new organization and to plan LATO policy and action on local and state tax matters.

Montgomery said LATO now has

(*Continued on page* 4)

PERSONAL MENTION

EDWARD MINSKY, assistant to GEORGE WELTNER, Paramount vice-president in charge of world sales, is in Toronto today from New York.

•

JOSEPH WOHL, president of International Film Distributors, Inc., and CHARLES H. ROSENBLATT, vice-president, will leave New York tomorrow for Europe.

•

HARRY ZEITZ, president of Zeitz Theatres, New Bedford, Mass., has returned there from Florida.

•

HARRY GOLDSTONE, general sales manager for Astor Pictures and Atlantic Television Corp. was in Atlanta from New York.

•

EDWIN MILLER, entertainment editor for *Seventeen*, and RALPH MARTIN, motion picture advertising representative, will leave here on Saturday for the Coast.

•

ROBERT WISE, producer, has arrived in New York from Hollywood.

•

WILLIAM FRIEDMAN, owner of the Glymont Theatre, Indian Head, Md., has returned there with his family from New York.

•

ED SVIGALS, vice-president of Trans-Lux Distributing Corp., has returned to New York from Pittsburgh.

•

RUBY ROSENBERG, production manager for M-G-M's forthcoming "Mutiny on the Bounty," has left here for Tahiti.

•

ROBERT BOWERS, Allied Artists manager in Jacksonville, has returned there from Chicago.

•

FRANK REILLY, of Walt Disney Productions, has arrived here from Hollywood.

•

PETER ROSIAN, Universal district manager in Cleveland, has left there with MRS. ROSIAN for Miami Beach.

•

DON KAY, president of Don Kay Enterprises, New Orleans, has returned there from Miami.

•

JULIAN BLAUSTEIN, producer, has returned to Hollywood following a six-week trip to Europe.

•

BERNIE SHAPIRO, president of the Southern Poster and Printing Co., has returned to his desk following a short illness.

AFM Warning to Columbia

(*Continued from page 1*)

letter dated April 28 from Herman Kenin, president of the Federation, to Samuel Briskin, vice president of Columbia in charge of production.

Kenin's letter recites his understanding of the terms of the basic agreement as follows:

"The sale of the music sound tracks of all pictures produced within that period (1948 and February 19, 1958) as well as of shots and scenes containing pictures of Federation members performing musical instruments, is subject to the prior written consent of the Federation."

Says All Films Are Covered

The language of the basic agreement, Kenin pointed out, makes the consent applicable to all pictures "heretofore made or which will be made prior to the expiration of this agreement, on or in connection with television, during the life of this agreement and hereafter."

Kenin's letter underscored the "hereafter" provision. Identical language, he said, would be found in the personal service contracts entered into between Columbia and the musicians who recorded the sound tracks and who appeared in the pictures as performing musicians.

Kenin wrote that "the Federation assumes that Columbia will fully respect the foregoing contractual obligations . . . the Federation further assumes that appropriate negotiations will be instituted prior to the sale so that the requisite consent can be obtained upon the terms and conditions to be agreed upon in a separate agreement."

The letter concludes: "Needless to say, the Federation is hopeful and anxious that such negotiations take place amicably and expeditiously so that it will be unnecessary for the Federation to institute legal action to preserve its interests and that of its members under the plain terms of the aforementioned agreements."

The Federation's basic agreement with Columbia is identical to that in force for the same 10-year period with other major motion picture producers, the union said.

Efforts to reach Columbia home office officials yesterday for comment on the Musicians Federation statement were unsuccessful.

11 New Openings for 'Ben-Hur' Set in May

"Ben-Hur" has been set by MGM to open 11 new engagements during the month of May. Already playing in 33 situations in the United States and Canada, it will open at the CineStage Theatre in Columbus, Ohio, on May 11. The other engagements are: San Antonio and Rochester, 12; Ft. Wayne, Ind., 18; Louisville, Syracuse, Youngstown, Ohio, and Hartford, Conn., 19; Asbury Park, N.J., 25; St. Louis, Mo., 26, and Wildwood, N.J., 27.

'Wilde' Opens May 22

"Oscar Wilde," 20th Century-Fox's production starring Robert Morley will have its world premiere on May 22 at the Carlton Theatre, Haymarket, London, in a benefit for the Monoccan Earthquake Relief Fund. Honorary patrons of the fund are His Highness Prince El Hassan Ben El Mendi, Moroccan Ambassador to the Court of St. James, and his wife; Princess Fatima El Zahara, cousin of the King of Morocco, and the Right Honorable Selwyn Lloyd, C.B.

'Ruth' Benefit Set

SAN FRANCISCO, May 4.—The local bow of 20th Century-Fox's "The Story of Ruth," will be at the Fox Theatre to benefit National Muscular Dystrophy on June 15.

'Sheba' Reissue Tops 1st Release Grosses

From THE DAILY Bureau

HOLLYWOOD, May 4. – "David and Bathsheba," 20th Century-Fox's reissue which bowed in 32 theatres in the Los Angeles area on April 27, grossed a record $141,000 in seven days, surpassing the recent top-grossing "Sink the Bismarck," which had $137,925, and even the original release of the Darryl Zanuck production itself in 1951.

The saturation engagement is being supported by a heavy "triangulation" radio and television campaign which used 79 TV spots over stations KABC, KRCA and KNXT, and 53 radio spots over stations KFWB, KGIL and KNX.

'Montezuma' for U-I

HOLLYWOOD, May 4—With John Huston signed to direct, the story of "Montezuma"—starring Kirk Douglas as Cortez—has been set for filming by Bryna Prods. for release by Universal-International. The announcement said it will be brought to the screen on a scale comparable to Bryna's $12-million "Spartacus," also for Universal release. "Montezuma" will entail over a year of pre-production preparation including the rebuilding of Montezuma's city in Mexico. It is contemplated it will become a permanent tourist attraction following production.

TENT TAL

Variety Club New

PHILADELPHIA – Tent N and the *Philadelphia Inquirer* will sponsor the Old Newsboy promotion on June 24. Final ar ments will be made at a general bership meeting to be held next at the Bellevue-Stratford Hotel ceeds will be donated to the major philanthropy, a summer for handicapped and crippled ch

△

CLEVELAND—The Northern premiere of "Can-Can" at the Theatre here was sponsored b Variety Club, with proceeds go the Variety Heart Clinic at the and Children's Hospital. Jack thorne, Irwin Shenker and Schultz were in charge of ar ments for the premiere.

British Film Festiva Booked at Baronet

A festival of outstanding film Great Britain is scheduled fo sentation at the Baronet Theat ginning Friday, it was announ Irving Wormser, president of tinental Distributing, Inc., whi acquired distribution rights group of ten English pictures.

The first program, beginnin day, will couple "Kind Hear Coronets" and "The Man in the Suit," both starring Alec Gu This will be followed by "The der Hill Mob" and "The Pro both of which also star Gu Other pictures in the series whi play in succession are: "Tight Island," "Genevieve," "The Thunderbolt," "Hamlet," "Gre pectations" and "The Red Sh

'Anna' to Columbia

Columbia Pictures has a U.S. distribution rights to Skofic's "Anna of Brooklyn," edy in Technicolor - Tech starring Gina Lollobrigida, Dal ertson, and Vittorio De Sica, announced yesterday by Leo Columbia first vice-presiden treasurer. In addition to distr the picture in this country, Co will also release the film in the Kingdom, Canada, the Far E several additional territories.

CDI Acquires 'Sch

"School for Scoundrels," British comedy, starring Ia michael, Alastair Sim and Thomas, has been acquired by nental Distributing, Inc., for d tion in the United States.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

Not for love nor money...

There are times when no re-take is possible—the once-in-a-lifetime photographic opportunities that can come up any time, anywhere . . . *And so often do!* That's why photographers appreciate the security of Eastman Film, black-and-white or color—appreciate, too, the advice and cooperation of the Eastman Technical Service for Motion Picture Film devoted solely to the service of the industry.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

For the purchase of film:
W. J. German, Inc.
Agents for the sole and distribution of
Eastman Professional Motion Picture Films
Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

**ALWAYS shoot in color—Eastman Color Film . . .
Spectrum of the Sixties**

PEOPLE

Robert M. Gillham, advertising agency executive and former advertising-publicity director for Paramount Pictures, has joined Sindlinger & Co., business analysts, as a special representative. He will headquarter here and will work with **Walter V. Marxmeyer**, Sindlinger vice-president.

☐

Roger Caras, of the Columbia Pictures publicity department, will be interviewed today on "Reading Is Fun," panel program on WPIX-TV. The subject of the discourse will be Louis de Rochemont's "Man on a String" and the book on which it is based, **Boris Morros**' "My Ten Years as a Counterspy."

☐

George Keffelopolous has signed a four-year lease on the Fenway Theatre, long-closed Boston house, and will operate it as a showcase for Greek films. He has been showing this special type of film at the New England Mutual Hall from time to time, with considerable success.

☐

Frederick R. Cross, former director of advertising for Stewart-Warner Corp., Chicago, has joined Roland Reed Productions, Hollywood, where he will handle and coordinate sales of industrial and sales-training films and television commercials.

☐

Irving Shapiro, president of Concession Enterprises, Boston, has purchased the property at 92-96 Broadway there and will remodel it for a warehouse, showroom and offices.

☐

I. Epstein, vice-president of Atlantic Theatres, Philadelphia, has been named president of the circuit. He succeeds the late **Ben Amsterdam**.

☐

Ben Fertel has taken over operation of the Art Overbrook Theatre, Philadelphia neighborhood house, and has reopened it under a similar policy. It has been operated by **Dave Rubin** and **Ben Zimmerman** under a lease that expired last month.

☐

Andrew Zipperich, formerly a space buyer for Grey Advertising Agency, has joined Compton Advertising, Inc., in the same capacity.

☐

Joe Davidson, booker for 20th Century-Fox in Cleveland for the past 27 years, and a veteran of 41 years in the industry, has retired. He plans a lengthy vacation before making any plans for the future.

Boston Golf Day June 13

BOSTON, The seventh annual Boston Movie Golf Outing will be held on June 13 at the Woodland Country Club, Suberndale. A steak dinner will follow the tournament.

REVIEW:

Raymie

A. C. Lyles Production—Allied Artists

HOLLYWOOD, May 4

LOTS OF HEART, sentiment and a lesson in human behavior flavor this simply story of a boy who, being raised by his widowed mother, a waitress in a coffee shop on a fishing pier, perseveres in his plan to hook a giant barracuda, which heretofore had been a legend among fishermen.

David Ladd, in the title role, adds another good credit to his star billing, and carries the focal interest in this film like an old pro. His natural, serious quality, which is offbeat for a child, has an ingratiating and sympathetic effect which will appeal to all age groups. His recent appearance in "Dog Of Flanders" will unquestionably add to the box office stature of this one.

All of the action takes place on and around the pier, which becomes an interesting background for Frank McDonald's absorbing direction. Surrounding Ladd are a nice combination of players including Julie Adams as his mother; John Agar, who finds Miss Adams attractive; Charles Winninger, a wealthy old man who encourages Ladd in his pursuit of landing the legendary barracuda; and Richard Arlen, friendly manager of the fishing pier.

Producer A. C. Lyles added an exploitable opportunity for selling the film by getting Jerry Lewis to sing the title song over the main title and an excerpt over another part of the film for dramatic effect. Lewis sings this ballad with great warmth in keeping with the mood of the film.

The story by Mark Hanna builds sympathy for Ladd as Frank Ferguson, a regular customer on the fishing pier and chronic complainer, tries to blame the boy for everything that goes wrong with him, complaining to Arlen that the kid gets in everyone's way. Ladd has Winninger, Agar and other fishermen come to his defense.

Ladd, inspired by Winninger, learns the best way to plant a hook into Corbina, the best kind of bait for a barracuda. His problem of getting a Corbina is solved when he trades his treasured knife for one caught by a beach fisherman. Using the fishing gear given him by Winninger when the old man suffered a heart attack, Ladd hooks the barracuda just as Ferguson was going to have him put off the pier. Ladd, who considered the barracuda his friend, cuts the line to everyone's amazement.

Ferguson relents when Agar points out that the boy has taught everyone a lesson: that it takes courage to sacrifice possessions to achieve a goal. Agar's remark cements his relationship with Miss Adams and the film ends happily.

Running time, 72 minutes. General classification. Release, in May.

SAMUEL D. BERNS

UA Regional Meet

(*Continued from page 1*)

Mansfield, Boston, and Archie Laurie, Toronto.

The conferences will outline local level exploitation campaigns for current and forthcoming company product.

Special promotional tools and materials will be discussed for use on specific feature pictures in each territory.

First LATO Meet

(*Continued from page 1*)

125 member theatres and is continuing a membership campaign with expectations of reaching its goal of 100 per cent participation by exhibitors of the state. LATO has not yet considered affiliation with either national exhibitor organization.

'Man' to Open at Forum

Columbia's "Man On A String," starring Ernest Borgnine and Kerwin Mathews, will open at the Forum Theatre here on May 20.

WGA's Vote

(*Continued from page 1*)

statement to press representatives here today:

"Last Thursday night's meeting clearly and decisively demonstrated that after 15 weeks of the current strike, the Alliance and network television film proposals were unacceptable to the membership in the television branch. The guild is again united and stands ready to negotiate in good faith a settlement of our differences with producers and networks."

'U' Acquires 'Time'

Universal Pictures has acquired American and Canadian distribution rights to "Between Time and Eternity," in widescreen and Eastman Color starring Lili Palmer and Carlos Thompson, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager. A July American premiere is being planned for the film, which was produced in Germany.

Coast Meet Tomorr
For National Theat

From THE DAILY Bureau

LOS ANGELES, May 4. –
menship in theatre manageme
keynote the National Theat
Television Corp annual meet
theatre managers here Friday
Hollywood Roosevelt Hotel.

William H. Thedford, Pacific
division manager, will preside
one-day session, which will
tended by over 100 theatre ma
district theatre managers, film
bookers, merchandising, adv
and publicity representatives.

Similar meetings are schedu
Tuesday in San Francisco and
nesday in Seattle.

Screen Directors W
Hold Elections To

The annual elections of the
Directors International Guild w
place tonight at the Henry
Hotel here. Eight executive
members will be elected for a t
two years and five alternate
one-year term. Eight board me
elected last year, begin the
year of their term. From the
will be elected a president, firs
president, second vice-presid
secretary and a treasurer. An a
committee will also be elected.

The meeting will start at 7:3
under the chairmanship of
H. Wasserman, the incumbent
dent.

Johnston, Harrima
Confer on Africa F

Eric Johnston, Motion Pictur
president, met here this wee
former Gov. W. Averell Ha
honorary chairman of the Afric
to discuss plans for a traveling
trade fair in the U.S. John
chairman of the Conferenee on
Resources.

'Apartment' Tie-In

Leading department stores a
estate developers in major
throughout the country will
pate in a national promotion
developed by the Mirisch Co
and United Artists for Billy
"The Apartment."

Timed with regional booki
for June, the promotion is peg
an "ideal" bachelor's apartment
will be displayed by departmen
and real estate offices. New
ads and special heralds will an
the tie-up and persons will
vited to submit their names o
shaped entry blanks obtaina
the ads or at local theatres.

Drive-in Joins TOA

GASTONIA, N.C., May 4. –
Deaton of this community h
rolled his Monte Vista Drive-In
tre in Theatre Owners of A
His membership was secur
George Roscoe, TOA's director
hibitor relations.

rcus Heard

(Continued from page 1)

said Marcus, "is spent locally ies, rent and other operating lany towns have learned when closed of the important part ay in a town's economy."

mmenting on cultural values, pointed out that "many clasoks, which not enough people time out to read, have been to them through motion pic- amous names in history, such ur, Madame Curie, Julius Cae- more recently Woodrow Wil- e become real human beings motion pictures."

aises Merchandising Plan

Compo triumvir took the op- ty to cite the results of the -Wisconsin Merchandising Plan noting films on television and vith exceptional box-office re- le explained that this is most e in smaller towns where it can e economically. He also com- on juvenile delinquency and ically pointed out that "there roven relationship between mo- tures and juvenile delinquency. apegoat collar does not fit our y."

nner and a screening of "The ures of Huckleberry Finn" fol- the meeting.

ng the morning session the offi- lcome of the City was extended entine J. Wells, executive sec- Motion Picture Commission of y of Milwaukee. Valentine de- the activities of his review and stated they use as their the MPAA Production Code.

Advertising Code Lauded

garet G. Twyman, director of PAA Community Relations De- nt, also addressed the morning and among other things pointed number of significant steps now taken by the industry to not improve working relationships newspapers on motion picture ising, but to develop a better tanding of the industry's volun- dvertising Code.

City of Milwaukee gave tan- evidence of its hospitality with age across the Old City Hall in reading: "Welcome Federation tion Picture Councils." A simi- essage was carried on the mar- of the Pfister Hotel.

Campaign

(Continued from page 1)

le an intensive and extensive ation of the field, is aimed at g as much support as possible JA's two-pronged drive this year regular campaign, and the spe- und to combat the immigrant g emergency in Israel.

highlight of the vital 1960 ef- vill be the annual luncheon of otion Picture and Amusement on of UJA, Wednesday, May 25, Essex House. The affair will testimonial to Sol Schwartz, lent of RKO Theatres, for his thropic and communal service.

REVIEW:

Prisoner of the Volga

Transmonde-Fides Prod.—Paramount—Totalscope

A PAIR OF beautiful women and a band of Cossacks go racing about nineteenth-century Russia in the arms of, or in pursuit of, John Derek, a fugitive cavalry officer victimized by his general's indiscretions in "Prisoner of the Volga," a costume picture filmed in Totalscope (an anamorphic process) and Eastman Color. The word "swashbuckler" is a good one to hang on this film, for there is plenty of big, bold talk, fancy fighting, a dungeon escape and a requited love at the end.

Derek's marriage to Dawn Addams flops a few minutes after it begins when she tells him the child she is carrying belongs not to him but to Charles Vanel, Derek's evil superior officer. The bridegroom takes a poke at Vanel and is subsequently stripped of his rank and ordered to serve three years at a detention camp in the provinces. Yet true to her mate, Miss Addams arranges an escape for him but is fatally wounded herself. Thereafter, Derek, is both hunter (longing to strike down Vanel) and hunted (Vanel would like to set Derek alongside Miss Addams in the grave).

In desperate flight Derek is befriended by a small army of Volga boatmen who hide him and introduce him to fanciful Elsa Martinelli, the landlord's dark-eyed daughter who falls in love with him. Vanel's Cossacks eventually arrest Derek but Miss Martinelli helps him escape from the hole so he can KO the deceitful general. The young officer, about to ride off with his lady fair, learns the phoney charges against him have been dropped and his captaincy will be restored.

The dubbing is generally effective—German, Swedish, Italian and Austrian actors are used—but it sometimes results in unintentionally amusing results. The screenplay by Salka Viertel and Al. Lyx offers new evidence that although times and places change a gentleman is invariable.

"Prisoner of the Volga" is a Transmone-Fides production and an Omnia-Regina selection directed by W. Tourjansky who co-authored and adapted the picture. Music is by Norbert Glanzberg.

Running time, 102 minutes. General classification. Release, in May.

SAUL OSTROVE

IndustryStock

(Continued from page 1)

officers of Warner Brothers, Wolfe Cohen for 5,000 shares and Herman Starr for 7,500—their entire holdings.

Other transactions include acquisition in March of 300 shares of Allied Artists Pictures by Roger W. Hurlock, bringing him to 19,300, and of 1,700 by Albert Zugsmith, making his total 145,900.

Sam Boverman, an officer of Cinerama, Inc., acquired 1,000 shares in March, making his total holdings 2,000. Hazard E. Reeves, a director, reported disposition of 500 shares in December, 1959, 5,500 shares in January, 1960, and 6,500 shares in February, leaving him with 133,173. His sons, who have reached their majority, disposed of 5,000 shares in January 1960, leaving them with 500.

Murphy Sells His Desilu

George Murphy, an officer of Desilu Productions, disposed of his entire holdings of 1,000 shares in March.

Robert Iredell, director of General Tire & Rubber Co., disposed of 1,200 shares in January and 800 shares in March, retaining 13,537. John E. Powers, an officer and director, disposed of 100 shares in March, keeping 3,475.

Ralph E. Case, director of Glen Alden Corp., disposed of 200 shares of common in March, 1959, leaving him 300. Sol A. Schwartz, an officer and director, disposed of 3,400 shares in March 1960, retaining 9,775.

A subsidiary of Loew's Theatres, Inc., acquired 203 shares of common stock of Loew's Boston Theatres in March, giving it 1,569.

Buys Loew's Theatres Shares

Tisch Hotels, Inc., acquired 14,100 shares of Loew's Theatres, Inc., in March, bringing the firm's holdings to 604,000. Americana Hotel, Inc., acquired 10,000 shares of Loew's Theatres—its total holdings.

H. I. Bucher, an officer of National Telefilm Associates, exercised options for 250 shares of common in February.

J. D. Codd, of 20th Century-Fox, disposed of 1,550 shares in February, retaining 300.

Robert S. Benjamin, director and chairman of the board of United Artists Corp., acquired 400 shares in March, bringing his holdings to 1,406.

'Unchained' Will Play 500 Theatres in U.K.

"Hercules Unchained" will play more than 500 theatres in the United Kingdom in a five-week period commencing July 31, Embassy president Joseph E. Levine announced here yesterday. The saturation marks the most concentrated booking program ever undertaken in Great Britain for a individual film.

Goldwyn Fete

(Continued from page 1)

good writing among those who were still young in the field, which led me to establish these awards six years ago. The results over the years have more than fulfilled my expectations.

"Creative writing has been stimulated and each year I am more and more impressed by the over-all quality of the works that are submitted. The judges have told me that the general excellence of what was written this year seems to have reached an all-time high. For this I congratulate not only the winners but everyone who participated in the competition."

Likes Story, Not Spectacle

In discussing the need and importance of story material, Goldwyn called attention to the cycle of spectacles that are being filmed, commenting that "any time a spectacle dominates the story, you have nothing." Appropos, he related an incident of his being asked by a producer for his opinion of a spectacle he saw recently, wherein 36,000 extras were used, and he told the producer "if all of those in the film came to see it, it might help."

Professional theatre people onstage to congratulate the winners and talk to the student audience were Charles Brackett, screen producer-director; John Kerr, actor; and Lewis Meltzer, screen and television writer representing the Writers Guild of America, West.

At a press conference following the awards, Goldwyn stated that the writers strike should have been settled before any of the other contracts were negotiated, since you can do nothing without the written word.

Goldwyn and Mrs. Goldwyn will be joined by Billy Wilder and his wife a week from Monday on an aviation-business trip to the Middle-East, where he will gather background information for his next possible film, and will attend the opening of his "Porgy and Bess" in Stockholm on July 6.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!

reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

Off the Press . . .

FAME

for 1960

AUDIT OF PERSONALITIES handsomely celebrating the talent responsible for the top successes of motion pictures and television throughout the preceding year, with the facts of public performance that distinguish these achievements. Thus FAME again provides — as it has done for 28 years — the only full-dress recognition of the people who create the leading productions of theatre screen and telecasting.

$3 PER COPY

QUIGLEY PUBLICATIONS • 1270 Sixth Avenue, New York 20

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

, NO. 88 NEW YORK, U.S.A., FRIDAY, MAY 6, 1960 TEN CENTS

Council Told:

wer Films
ing Three
nes Money

nan Cites Changes
siness Structure

Special to THE DAILY

VAUKEE, May 5. – While
ood today is producing only
e number of pictures it for-
nade, the
num-
e earning
times as
Maurice
in, presi-
General
s, Inc.
address
the Fed-
of Mo-
Picture
ls here
ght. The
tion ended its two-day annual
g tonight.
eaking on the subject: "The

Maurice Bergman

(*Continued on page* 4)

ich Heads Will See
race,' Give Views

results of the recent trip to
dio made by three of 20th Cen-
x's branch managers to see an
e showing of "The Story Of
and to participate in sales
meetings were so successful
our more branch heads have
vited to New York on Monday
Mark Robson's "From The

(*Continued on page* 4)

or Die' Premiere
for Warner Here

world premiere of "Pay or
has been set for the Warner
re here on May 26, Morey Gold-
Allied Artists vice president and
l sales manager, who set the
with Nat Fellman of Stanley

(*Continued on page* 4)

VISION TODAY—page 5

Claim Sunday 'Blue Laws' Abridge Free Speech Privileges of Films

Special to THE DAILY

COLUMBIA, S. C., May 5.—Appealing a lower court's decision which upheld application of the South Carolina "blue laws" to Sunday theatre operation in the state, attorneys for the theatres have amended their brief to include a new argument for the appeal hearing next Wednesday.

They cite several U. S. Supreme Court decisions, including that in the "Lady Chatterley's Lover" case, holding motion pictures to be a "medium of communication of ideas and organs

(*Continued on page* 2)

Fox To Step Up Production in U.K.

From THE DAILY Bureau

LONDON, May 5. – 20th Century-Fox will step up production in Britain to eight films in the immediate future, involving costs from $15,000,000 to $18,000,000, Buddy Adler, production head, said here today.

He also told the press that his company will deliver a further 19 Fox releases in Britain in 1960 despite the recent Hollywood strike.

Columbia Sales Meeting In N.O. Starts Monday

Rube Jackter, Columbia Pictures vice-president and general sales manager, will leave here over the weekend with other home executives for New Orleans and the second of a series of three sales meetings. Sessions will be held Monday and Tuesday at the Roosevelt Hotel in New Orleans.

Also leaving from New York are Milt Goodman, assistant general sales manager; Vincent M. Borrelli, sales coordinator; Jerome Safron, circuit sales executive; Joseph Freiberg, administrative assistant to the general sales manager; and H. C. Kaufman, exchange operations manager.

Repeat Engagements For 'Pillow' Slated

Based on re-runs of "Pillow Talk" in the Detroit territory and on the West Coast where it equalled 90 per cent gross of the original run and in some instances even outgrossed the original engagement, Universal-International has set "Pillow Talk" for repeat engagements in every exchange territory of the United States and Canada.

Henry H. "Hi" Martin, vice-presi-

(*Continued on page* 4)

Code Seal Appeal on 'Candy' Set for May 16

The Production Code review board is scheduled to meet May 16 to consider Columbia Pictures' appeal from a refusal by the Production Code Administration of a code seal for the British-made film, "Never Take Candy from a Stranger," which Columbia is distributing here.

The review board will see the film

(*Continued on page* 4)

Ad-Publicity Directors Group Votes to Form Permanent Field Organization

The MPAA advertising and publicity directors' committee yesterday approved a proposal to establish the industry field exploitation group on a permanent basis. This is the group that under the direction of Rodney Bush handled the Academy Awards promotion.

The advertising practices committee under the chairmanship of Jonas Rosenfield made a preliminary report, recommending that industry pressbooks carry a 1" x 2" insignia that will indicate that all advertising material included in the pressbooks has been approved by the MPAA Advertising Code Administration.

They also pointed out that with the cooperation of COMPO a series of advertisements in *Editor & Publisher* will be devoted to a step-by-step educational program on the Advertising Code and its day-to-day operation. These advertisements together with other important material on the Code will be distributed nationally to advertising directors of key newspapers.

A program for the general improve-

(*Continued on page* 4)

Equal to '59

141 Features Available for Balance of '60

Total Is Minimum from 9 Companies; More Likely

A minimum of 141 pictures are in sight at this time from nine national production-distribution companies for the eight-month period from now to the end of the year, a current survey by *Motion Picture Herald* reveals.

The total, particularly in view of the shutdown of production in March by the Screen Actors Guild strike, is impressive and compares with a total of 140 pictures from 10 companies in the corresponding eight-month period last year.

The *Herald* list includes re-issues and specials, the latter to be available only to a limited number of theatres this year. However, the total is expected to be augmented, rather than curtailed, by independent production and acquisition and release of foreign-made films by at least half of the companies.

Thus, despite the 33-day shutdown

(*Continued on page* 3)

Wins 'Sex' Title Appeal But May Bow to Loser

The MPAA board of directors yesterday heard an appeal from the decision of the arbitration board of its title committee, reversing it on a contested "Sex Kitten" title. The winner then indicated he would relinquish it to the loser.

Laurence Joachim presented the case for Trans-National Film, which

(*Continued on page* 4)

WGA National Council To Meet Here May 11-12

From THE DAILY Bureau

HOLLYWOOD, May 5.—The semi-annual national council meeting of the Writers Guild of America, East and West, will be held in New York May 11-12.

Six council members who leave here Tuesday morning for the session in-

(*Continued on page* 4)

PERSONAL MENTION

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will leave New York today for Chicago.

•

SANFORD ABRAHAMS, Allied Artists national director of advertising-publicity, will arrive in New York on Monday from the Coast.

•

HERBERT L. GAINES, Warner Brothers manager in Albany, N.Y., has returned there from New York.

•

ALBERT E. SINDLINGER, president of Sindlinger & Co., business analysts, is in Hollywood from New York, from where he will go to San Francisco and New Orleans.

•

JAMES MASON returned to New York from London yesterday via B.O.A.C.

•

L. C. MONTGOMERY, of Joy's Theatres, New Orleans, has returned there with **MRS. MONTGOMERY** from their farm near Jonesville, La.

•

JAMES B. HARRIS, president of Harris-Kubrick Pictures, has returned to New York from London and the Continent, and will leave here today for Hollywood.

•

LOUIS KLINGER, manager of the Skouras Playhouse Theatre, Great Neck, N.Y., and **MRS. KLINGER** announce the Bar-Mitzvah of their son, **MARK EUGENE**, held Saturday at the Temple Joseph in Brooklyn.

•

SAM SELETSKY, buyer and booker for Smith Management Co., Boston, has returned there from Jacksonville.

•

C. L. PATRICK and **ROY MARTIN**, officials of Martin Theatres, Columbus, Ga., have returned there from Atlanta.

•

RALPH WINTERS, film editor, has arrived in New York from Hollywood.

•

ROBERT SEAMAN, manager of the motion picture advertising department of *Look Magazine*, plans to leave here over the weekend for Key Biscayne, Fla.

AMPP-SDG Meet Today

HOLLYWOOD, May 5. – Negotiators for the Association of Motion Picture Producers have scheduled another meeting with the Screen Directors Guild representatives for tomorrow afternoon.

Theatre Owner Gets Big Reopening Assist

Special to THE DAILY

ALBANY, N.Y., May 5.—Business men and ordinary residents of nearby St. Johnsville today concluded another chapter in their heartwarming story of assistance to Alex Pedro, who has just reopened the long closed Community Theatre after an extensive rehabilitating and refurbishing job.

The Enterprise and News, St. Johnsville weekly, carried not only an ad of congratulations to Pedro from 32 business places on reopening day, but also front-paged an editorial captioned "Theatre Support A Necessity." The paper published two pictures of the theatre under a five-column banner and declared: "If there was ever a local man going into business in St. Johnsville who deserved the support of the business men and the whole community it is Alex Pedro, who is opening his Community Theatre in the former Smalley's Theatre Building."

"Running a theatre in a small town can be a rugged business," the editorial continued, "if its people don't have heart. If they insist on seeing the big shows the minute they come out, chasing 30 or 40 miles to do so, the small town theatre man doesn't have a chance. Give him a week or ten days and he can serve you as well as anyone and probably a lot better."

Tieins with local merchants enabled Pedro to sponsor a free matinee and giveaways. A delegation of Albany theatre men attended the premiere. Pedro operates the Family Theatre in nearby Dolgeville as well as the 300-seat Community.

Pastor Signs 'Blue Law' Plaint Against Theatre

Special to THE DAILY

LANCASTER, S.C., May 5. – A warrant for operating a theatre during church hours on Sunday night was signed by Dr. Smoot Baker, pastor of Immanuel Baptist Church here, and was served by Sheriff C. R. Williams on D. D. Jernigan and A. J. Biggart, co-owners of the Motor-In Theatre. Jernigan and Biggart posted bond to appear in Magistrate Court for a hearing.

Meanwhile, Sheriff Williams said he contacted Ogburn Hough, manager of the Parr Theatre and James L. Hyatt, manager of the Midway Theatre, who said they would not open on Sundays before the state supreme court hands down a ruling on May 11.

Cannes Official Named

Howard Russell Simpson, U. S. State Department branch public affairs officer at Marseilles, France, has been named the official U. S. government representative at the Cannes Film Festival, now in progress.

'Ben-Hur' Passes $8,000,000 Mark

M-G-M's "Ben-Hur" has reached another milestone as the box office gross, through last Tuesday, passed the $8,000,000 mark.

In its 31 engagements in the United States and Canada, 4,112,043 people have paid $8,246,077, exclusive of taxes, to see the film winner.

"Ben-Hur" is also doing record business in London, San Juan and Tokyo. It opened in Sydney last night.

MCA Quarter Earnings Highest in History

Unaudited net earnings of MCA, Inc., for the first quarter ending March 31, were the highest in its history and approximately 40 per cent in excess of the first quarter in 1959, according to Jules C. Stein, chairman of the board.

Earnings for the first quarter before taxes were $3,455,838, compared with $2,405,718. After preferred dividends and taxes, net earnings were $1,654,354 or 41¢ per share compared with $1,165,078 or 29¢ per share for the corresponding 1959 quarter.

Curtiz to Direct Film On Life of St. Francis

From THE DAILY Bureau

HOLLYWOOD, May 5. – Michael Curtiz will direct the motion picture based on life of St. Francis of Assisi, according to Plato Skouras, who will produce the film, budgeted at $3,000,000, for Triton Pictures Corp., in which he is partnered with his brother Spyros, Jr. and his cousin Charles Skouras.

Curtiz will fly to Italy next month to scout locations in regions where St. Francis lived 800 years ago and will confer with Vatican officials about filming some scenes in the Holy City.

Eugene Vale has written the screenplay and shooting is scheduled to begin in August.

Popsicle, 'Alamo' Tie-In

United Artists and the Popsicle Company have set a national merchandising tie-in for John Wayne's "The Alamo." The promotion is a picture puzzle coloring contest awarding 5,000 prizes and is part of the advance publicity drive for the Todd-AO epic. The promotion was developed by U.A. in conjunction with the Russell Birdwell office.

Detroit Company Moves

DETROIT, May 5.—Allied Pictures Corp., film exchange here, has opened new quarters in the Fox Building.

'Blue Laws' F

(*Continued from page* 1)

of public opinion" and "as suc cluded with free speech and free guarantees of the U. S. Constit Consequently, they will argu Sunday "blue laws" prohibitin exhibition of films are unconstitu

The only controls the stat properly place over the orderly ing of Sunday movies, they w gue, "are precisely co-extensive those it may apply to newspaper io and television stations, etc.

They cite the Supreme Court on the New York state statute u ban showing of "Lady Chatt Lover," in which the high cou the Constitution's guarantees "a confined to the expression of that are conventional and shar a majority."

The theatre attorneys hol state "blue laws" as construed lower court "arbitrarily select on of vehicle for the disseminat ideas . . . which may not oper Sunday and permit many othe of similar vehicles for the comm tion of ideas . . . to operate o day without interference."

The appeal to be heard nex is from the Greenville court o mon pleas which held last Nov that the "blue laws" apply to S movies and do not violate eith state or federal constitutional g tees.

It is based generally on the c tions that the legislative intent "blue laws" was to prohibit dis activities on Sunday and that, court rules that the "blue lav apply to Sunday movies, they a an abridgment of the state and constitutional guarantees of re freedom, freedom of speech, free press."

Two 'Gallant' Premi

"The Gallant Hours," starring Cagney as Fleet Admiral Will Halsey, will open in two pre backed by the full support United States Navy and Unite ists in San Diego, Calif., at t Theatre May 17, and in Pen Fla., at the Sanger Theatre M it was announced by James R. UA vice president in charge mestic sales. Producer-director Montgomery and Cagney will pate in both gala events.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISI
JANIS PAIGE • SPRING BYINGTON • RICHARD HA
FROM M-G-M IN CINEMASCOPE AND METROCOLO
and THE MUSIC HALL'S GREAT EASTER STAGE SHO

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

UA to Start 14 May thru Sept.

teen pictures will go before neras between May and Sep- for United Artists release. In n, three productions are cur- shooting.

duled to start in May are Pana- nk Productions' "The Facts of starring Bob Hope and Lucille Zenith Productions' "He Ran s Life;" Hecht-Hill-Lancaster's cter of Conviction," film version Evan Hunter novel, starring ancaster, to be filmed in Holly- and New York, and "Theseus he Minotaur," starring Bob s, to be filmed in Italy, Yugo- and England.

'The Misfits' Scheduled

the June production schedule ward Small Productions' "Jack iant Killer," to be filmed in nd 70mm in Hollywood; Seven oductions' "The Misfits," Starr- ark Gable, Marilyn Monroe, mery Clift, Eli Wallach and Ritter in an original screen- Arthur Miller, to be directed in Huston in Reno, Nevada; Productions' "Short Weekend," Gary Cooper, to be filmed in , and "West Side Story," a Pictures Inc., film in associa- th Seven Arts Productions, to ed in New York in color and reen.

ob Mathias to Be Starred

g before the cameras in July cht-Hill-Lancaster's "Man of z," to be filmed in Hollywood Burt Lancaster; "Revolt of the ' starring Bob Mathias, to be in Spain, and Edward Small tions' "The Sin of Susan Slade" r.

ard Small Productions' "Ser- Pike," in color and 70mm, goes oduction in August.

or September filming are Pen- r's "Paris Blues," starring Paul n, to be filmed in color in nd Anatole Litvak's "Time On ands," based on Francoise Sa- 'Aimez-Vous Brahms," to be in Europe starring Ingrid Berg- d Laurence Harvey.

'Exodus' Now in Work

ently shooting in Israel is Otto ger's "Exodus," in Technicolor w Panavision 70, starring Paul n and Eva Marie Saint. Dan- Productions' "Spider's Web," n Agatha Christie play, is now filmed in England in Techni- nd Superama, starring Glynis and Knightsbridge Films' Was A Crooked Man," is also the cameras in England, starr- rman Wisdom.

. Ramsey Dies

RTANBURG, S.C., May 5.—P. " Ramsey, 51 an engineer as- d with the Carolina Theatre or the past 28 years, died at Black Hospital following a short

---

Report 141 Features Coming

(Continued from page 1)

of the studios, the product to be available through the remainder of this year will compare favorably with, if it does not exceed, the total product available in the same period last year.

The specific titles of releases for the balance of 1960, listed alphabetically by company, follow.

Allied Artists. For May: "Raymie." June: "Pay or Die." August: "Hell to Eternity." October: "Plunderers."

Buena Vista. July: "Pollyanna." No release date set: "Jungle Cat," "Swiss Family Robinson."

Columbia. May: "Electronic Monster," "Killers of Kilimanjaro," "Man on a String," "Stranglers of Bombay." June: "Battle in Outer Space," "The Mountain Road," "My Dog, Buddy," "Twelve to the Moon." July: "Stop! Look! and Laugh!", "Strangers When We Meet," "Thirteen Ghosts," "Song without End." August: "All the Young Men," "The Enemy General," "Surprise Package." No release dates set: "As the Sea Rages," "Guns of Navarone," "I Aim at the Stars," "Pepe," "Let No Man Write My Epitaph," "Three Worlds of Gulliver," "The Two Faces of Dr. Jekyll," "The Wackiest Ship in the Army."

Metro-Goldwyn-Mayer. May: "The Giant of Marathon," "Platinum High School." June: "The Adventures of Huckleberry Finn." July: "Bells Are Ringing," "Ben-Hur." No release dates set: "All the Fine Young Cannibals," "Butterfield 8," "Cimarron," "The Day They Robbed the Bank of England," "Go Naked in the World," "Key Witness," "The Subterraneans," "Temptation," "Time Machine," "The Village of the Damned."

Paramount. May: "Five Branded Women," "The Greatest Show on Earth" (re-issue), "Prisoner of the Volga." June: "Walk Like a Dragon." July: "Bellboy," "The Rat Race," "Tarzan the Magnificent." August: "It Started in Naples," "Psycho." No release dates set: "Blood and Roses," "Cinderfella," "G.I. Blues," "One-Eyed Jacks," "The Savage Innocents," "Under Two Flags," "The World of Suzie Wong."

20th Century-Fox. May: "Crack in the Mirror," "David and Bathsheba" (re-issue), "Flame Over India," "The Idiot" (Russian cultural exchange). June: "Bobbikins," "Operation Amsterdam," "September Storm," "12 Hours to Kill," "Wild River." July: "From the Terrace," "Lost World," "One Foot in Hell," "Story of Ruth," "Trapped in Tangiers." August: "For the Love of Mike," "Let's Make Love," "Murder, Inc.," "The 39 Steps," "Young Jesse James." September: "High-Powered Rifle," "High Time," "Legions of the Nile," "Sons and Lovers," "Upstairs and Downstairs." October: "Austerlitz," "The Captain's Table," "Desire in the Dust," "Flaming Lance," "The Schnooks." November: "Desert Attack," "Ferry to Hong Kong," "Go North," "The Milionairess," a Pat Boone picture. December: "Destruction Test," "The Marriage - Go - Round," "Sanctuary," "Solo."

United Artists. May: "The Fugitive Kind," "The Gallant Hours," "Noose for a Gunman." June: "Macumba Love," "Music Box Kid." July: "The Apartment," "Cage of Evil," "Flames Over Pompeii." August: "Elmer Gantry," "He Ran All the Way." September: "The Night Fighters," "Studs Lonigan." October: "The Alamo," (special engagements, rel. in Dec.). November: "Inherit the Wind" (special engagements, general rel. in Dec.), "The Magnificent Seven." December: "Exodus," (special engagements).

Universal. May: "The Cossacks," "Head of a Tyrant," "Othello," (Russian cultural exchange). June: "The Brides of Dracula," "The Leech Woman." July: "Between Time and Eternity," "Dinosaurus," "Portrait in Black," "S. O. S. Pacific." August: "Chartroose Caboose," "College Confidential." September: "Seven Ways to Sundown." October: "Midnight Lace," "Spartacus," (special engagements). December: "The Grass Is Greener."

Warners. May: "Sergeant Rutledge." No release dates set: "The Crowded Sky," "The Dark at the Top of the Stairs," "Hannibal," "Hercules Unchained," "Ice Palace," "Rachel Cade," "Sundowners."

Para. Books 'Branded,' 'Volga' in Brooklyn

Dino DeLaurentiis' "Five Branded Women," for Paramount release, will have its New York premiere engagement at the Brooklyn Paramount Theatre, starting Wednesday. On the same bill will be Paramount's "Prisoner of the Volga," Eastman color action spectacle.

Cauger Service Sold

COLORADO SPRINGS, Colo., May 5.—The Alexander Film Co. has recently acquired the theatre screen advertising, servicing and theatre network of the A. V. Cauger Service, Inc., Independence, Missouri, it was announced here by Alexander president, Keith Munroe. A. V. Cauger Service, was started 25 years ago by the late A. V. Cauger and has been carried on in recent years by his son, Ted Cauger. The film company serviced 525 theatres in Oklahoma, Kansas, Missouri, Arkansas and southern Illinois.

'Daisies' Over $900,000

MGM's "Please Don't Eat the Daisies" has grossed $901,297 at the Radio City Music Hall box office in its first five weeks. The sixth week, in which it will pass the million dollar mark, began yesterday.

PEOPLE

Sir Gordon Craig has retired as managing director of British Movietonews. **E. T. Adams** continues as general manager of the reel.

□

Irving Linebaugh, manager of the State Line Drive-in Theatre, Hagerstown, Md., has been appointed to fill the unexpired term in the Hagerstown City Council.

□

Edward R. Susse, M-G-M manager in Albany, N. Y., has addressed two upstate groups on the subject "The Joys, Aggravations and Problems of Motion Picture Distribution." The first talk was before the Business Men's Association of St. Johnsville, N. Y.; the second at the Rotary Club of Cooperstown.

□

Henry **Krumm**, for many years active in the distribution field in the Atlanta area, has joined Setna Films, San Antonio, Tex., as executive vice-president in charge of sales, publicity and market surveys.

Mrs. B. R. Springborn Heads Detroit Council

Special to THE DAILY

DETROIT, May 5.—Mrs. Benjamin R. Springborn has been elected president of the Greater Detroit Motion Picture Council. Other officers named are: Mrs. Earl Seielstad, first vice-president; Mrs. Samuel Cutter, corresponding secretary; Mrs. Frank C. Reiss, treasurer.

Guests at the meeting were Douglas Fowley and June Wilkinson, producer-director and star, respectively, of "Macumbo Love."

Rites for J. H. Dillon

CHARLOTTE, May 5. – Funeral services have been held here for J. H. (Cy) Dillon, 54, who died Wednesday in Greenville, S.C.

A salesman for National Screen Service, Dillon was manager of the Charlotte branch of Republic Pictures until it was closed several years ago. He sold films for television stations before assuming his duties with NSS as a salesman. He is survived by his wife and two sons.

'Lady' Gross $114,046

"Who Was That Lady?", an Ansark-George Sidney Production for Columbia Pictures release, has grossed a huge $114,046 in its first three weeks at the Criterion Theatre in New York.

'Hercules' Comic Book

The Dell Comic Book version of Joseph E. Levine's "Hercules Unchained" will go on sale June 16 in more than 10,000 retail outlets in the United States.

Pony, Train, Balloon, Rain Mar Drive-in Opening Fete

Special to THE DAILY

TOLEDO, May 5. – A not-so-grand opening welcomed Al Boudouris' remodelled drive-in theatre, The Miracle Mile. Just as everything was in readiness for the big splash the pony for the children became violently ill, and Al sent for a vet. Before the vet arrived the minature train went kaput. Then some would-be comic untied the 30-foot helium-filled balloon, which floated off into the wild blue yonder. Finally the rains came—and they lasted for hours.

'Pillow Talk'

(*Continued from page* 1)

dent and general sales manager, said that when it was paired with "The Perfect Furlough" as an all-comedy program, "Pillow Talk" was tested late in March at the State Theatre in Ann Arbor for a re-run. It had originally played 16 day first-run at the Ann Arbor and five days at the Campus. The results were so "sensational" that it was immediately rebooked in six additional towns in the Detroit territory, Martin said.

In the San Francisco and Los Angeles territories, some of the re-runs were in the original theatres in which the picture played last Fall or in opposition first-run theatres which had never played U-I releases following a first-run competitor. Grosses have equalled 90 per cent of the original run and have even surpassed the gross of the original runs in such theatres as the Crest in Long Beach, California; the Fox in San Diego; the Imperial in Long Beach; the El Ray in San Francisco; the Wilson in Fresno; the Oaks in Berkeley; the Ritz in Stockton; and elsewhere.

Booked in Portland, Tucson

The first-run Broadway Theatre in Portland has booked "Pillow Talk" for a re-run as have the Catalina Theatre in Catalina and the Catalina in Tucson.

In the Detroit territory "Pillow Talk" replayed the eight drive-ins it had originally played to successful results and was also rebooked by the State, Wayne, the Fischer, the Beverly, and the Norwest. It played equally big re-runs in Bay City; Battle Creek; Port Huron; Royal Oaks, Wyandotte; and Kalamazoo, Michigan and elsewhere in the Detroit territory.

The picture is one of Universal's top all-time grossers having already rolled up a domestic gross of approximately $6,500,000.

Code Seal Appeal

(*Continued from page* 1)

at the Columbia home office projection room and will consider the distributor's appeal subsequently at a luncheon meeting at the St. Regis Hotel. An earlier scheduled meeting of the review board had to be postponed due to the inability of many members to attend.

Fewer Films, More Money

(*Continued from page* 1)

New Motion Picture," Bergman said: "In the past ten years we have viewed a quiet revolution in the structure of the business, both economically and artistically. There has been a transition from techniques of mass production, which have dominated for many, many years, to the new era when individual talents are and will continue to design entertainment for the world motion picture screen.

"Today the major motion picture companies are financing and distributing films and are leaving the creative job to the actor, writer and director."

Miss Nona White, chairman of the Board of Independent Theatre Owners of Arkansas, spoke on the subject of "Motion Picture Memorabilia." She cited the technical development of film from the Edison Kinetascope through the early days of sound, the use of trick photography, the star system, technical research in film writing, and all the highlights of the historical growth of motion picture production.

Speaking for the independent exhibitor, Miss White commented: "We are merchants who try to do a job, and we need the help and cooperation of all people interested in films."

The following officers were elected for the ensuing three years: President: Mrs. W. Lashley Nelson, Jr., Philadelphia Motion Picture Preview Group; first vice-president: Mrs. William G. Sullivan, Motion Picture Council of Greater Cleveland; second vice-president: Mrs. Leroy Lewis, Larchmont-Mamaroneck Motion Picture Council; recording secretary: Mrs. Irvin J. Haus, Better Films Council of Milwaukee County; treasurer: Mrs. William Lewis Hancock, Better Films Council of Grand Rapids and Kent County.

The Brooklyn Motion Picture Council of New York City has petitioned to serve as hostess council for the next conference.

The closing dinner meeting tonight was devoted to the presentation of the annual Federation film awards honoring:

Best Family Picture of 1959—"The Shaggy Dog" (Buena Vista); Best Drama of 1959—"Ben-Hur" (M-G-M); Best Musical of 1959—"Porgy and Bess" (Samuel Goldwyn), (Columbia); and Best Comedy of 1959—"Operation Petticoat" (Universal).

Ad-Publicity Heads

(*Continued from page* 1)

ment of amusement pages throughout the country was recommenaded by Dan Terrell of MCM. The publicity coordinating group, under the chairmanship of Phil Gerard, will develop a complete program to implement this recommendation.

Three other industry promotion plans were discussed and referred to the respective coordinating groups.

Si Seadler chaired the meeting which was attended by the following: Rodney Bush, Charles Cohen, Martin Davis, Jerry Evans, Robert Ferguson, Fred Goldberg, Joe Could, Roger Lewis, Mort Nathanson, Dan Terrell and Taylor Mills.

'Pay or Die'

(*Continued from page* 1)

Warner Theatres, reported yesterday.

Goldstein pointed out the pre-release engagement will include two three-day holiday weekends on Broadway, Memorial Day and the Fourth of July. Saying that his company expects the picture to be a top grosser, Goldstein said this and other pre-release engagements will be backed up with extensive promotion campaigns. It will be the first 35mm., black and white film to play the Warner Theatre since it was converted to Cinerama over five years ago.

Louis Josephs, 84

BOSTON, May 5.—Funeral services were held today at Solomon Funeral Home for Louis Josephs, 84, a pioneer film distributor who had been in the business since its inception. He died at Beth Israel Hospital after a lingering illness leaving one brother, Jack.

Branch Heads

(*Continued from page* 1)

Terrace," and to contribute their views at special meetings which will follow the showing. This was announced here yesterday by C. Glenn Norris, newly appointed general sales manager.

The branch managers will sit in on discussions with the 20th sales staff and vice-president Charles Einfeld, to add their ideas to the promotional and sales policies the attraction will have in its Summer release.

"We sincerely believe," Norris said, "that this 'grassroots' movement which will bring the important problems of local exhibition to discussion on a continuing basis."

'Sex' Title Appeal

(*Continued from page* 1)

had registered the title, "Sex Kitten," on June 27, 1958; and Roy Brewer presented the case for Allied Artists, which had registered the title, "Sex Kittens Go to College." The board voted unanimously in favor of Trans-National but, following the decision in his favor, Joachim indicated that he would voluntarily relinquish the title to Allied Artists.

The board also unanimously approved an amendment to the Production Code review board regulations, authorizing the president of the Association to appoint not more than six alternate members to hear appeals when a quorum cannot be obtained. Not more than two substitute members may be appointed for the hearing of any appeal in each of the three categories: directors of the Association, exhibitors and producers.

ABC Vending Earnin
Up 14% for Quarte

Earnings of ABC Vending
during the first 13 weeks ended
27 were up 14 per cent on an
cent sales rise, Benjamin She
chairman of the board, has rep

Sales and other operating rev
totalled $14,033,292; compared
$13,058,553 for the like 1959
Net income before taxes was
475, an increase of $109,222 ov
1959 figure of $679,253.

Provision for estimated
taxes totalled $369,000 as com
with $312,000 in the 1959 per

Net income after taxes was
475 or 37 cents a share on the
013 shares of common stock pr
outstanding. Earnings for the f
weeks ended March 29, 1959,
$367,253 or 32 cents a share
shares presently outstanding.

Beverly Hills Theat
Will Be Remodelle

From THE DAILY Bureau

HOLLYWOOD, May 5.—Th
ley Warner Beverly Hills
will undergo a $100,000 ref
ment at the conclusion of the
week run of Columbia Pictures'
More, with Feeling," on M
it was announced today b
Notaro, Stanley Warner zone m
and will re-open July 20 wi
Bryna-Quine production for Col
"Strangers When We Meet."

The seating capacity of the
will be reduced from 1,612
1,320, with the installation o
lounge seats and bodiform seat
42-inch spacing for leg comfo

Besides new seating, the
will add an entirely new floori
painting of the interior of th
torium and a complete revam
the air-conditioning.

Plan New Visual S
For 'West Side Sto

From THE DAILY Bureau

HOLLYWOOD, May 5.
Bass has been signed to aid
creation of a unique visual st
the film version of "West Side
Mirisch Pictures, Inc., present
association with Seven Arts
tions, which producer Rober
will start this summer.

Wise and Jerome Robbins
direct the film based on the Br
musical drama.

WGA Council

(*Continued from page* 1

clude Ed Hartmann, nationa
man; Curtis Kenyon, chair
WGA-W; Ken Englund, presi
the screen branch WGA-W
Lenard, president of the T
branch, WGA-W; Mike Fran
ecutive director, and Mel
legal counsel.

Main items for discussion
sorship and income tax legisla

Formal negotiations with th
film producers are expected to
here early next week.

t 'Caruso' Doing Well scow and Leningrad

From THE DAILY Bureau

HINGTON, May 5.—The sec- S. film, "The Great Caruso," ned in Moscow and in Lenin- ays Turner Shelton, chief of ited States Information Agen- ernational Films Division.

picture is playing to "excel- diences" in two theatres in and one in Leningrad, reports.

Ambassadors Will ıd 'Othello' Bow

ranking ambassadors of the Nations, headed by the dip- leaders of the United States U.S.S.R., will be the guests r at the American premiere of ssian-made film "Othello" at h Street Playhouse on Sunday , May 15.

Film Is Third of Series

ambassadors, accompanied by ntatives of the United States Department, will be guests of ited Nations Committee of the New York, headed by Com- er Richard C. Patterson Jr. irected by Mrs. Nina Rao n. "Othello," third in the cur- n exchange between the USA USSR, is being distributed in untry by Universal-Interna-

Films Started; 1 of 27 Shooting

From THE DAILY Bureau

LYWOOD, May 5.—Five new vent before the cameras this bringing the total to 27 cur- n production. None were com-

ed were: "The Absent-Minded or" (Walt Disney-Buena Vista tion); "G.I. Blues" (Hal Wallis tion for Paramount); "Seven From Sundown" (Universal- tional); "King of Kings" (Sam- nston Production); "Fear No (Scaramouche Production), the two are independent produc-

elease has been set as yet.

gel' Comedy Series on CBS for Fall

gel," a new domestic comedy produced by Jess Oppenheimer Love Lucy" fame, will make out over the CBS Television rk next fall under the sponsor- f General Foods Corporation C. Johnson & Son, Inc. The n will be presented on Thurs- :00-9:30 P.M., EDT.

tarring in the series will be Fargé, petite French actress nderstudied France Nuyen in oadway stage hit, "The World ie Wong," and the American Marshall Thompson.

Television Today

NAB Code Called Means to Improve TV — Not Legislation or 'Czars'

Special to THE DAILY

COLUMBUS, Ohio, May 5.—E. K. Hartenbower, chairman of the Television Code Review Board of the National Association of Broadcasters, declared tonight that the voluntary NAB Television Code is the answer to improvement in TV—not "hasty legislation" or "the coronation of czars."

Hartenbower, vice president and general manager of KCMO-TV, Kansas City, Mo., in a speech prepared for delivery before the Institute for Education by Radio-Television at the Deshler-Hilton Hotel here, said: "I think it boils down to this: if you want fireworks, if you want sound and fury, look to hasty legislation or the coronation of czars. But if you want steady, thoughtful improvement and maturing of this pretty amazing form of communications that affects our lives so deeply, look to voluntary codes—and those who live by them."

Points to 'Knotty Problems'

The newly-named TV Code Review Board chairman told the Institute: "We face a number of knotty problems right now that aren't going to be solved by heavy-handed fiats or the making of loud noises—problems like the matter of good taste in commercials and undue violence in programming. But to anyone who says the job can't be done, I say you simply don't know the job that has been done."

His speech was entitled "Laws, Codes Or Czars?" With regard to new laws, Hartenbower said: "It may be that with the recent unpleasant disclosures about TV, some strengthening or clarification of laws against bribery and fraud are needed. But eventually you end up with one question none of us here can answer, and that is 'How can you legislate artistic excellence?' "

Favors 'Doing Job Ourselves'

Of czars, he said: "Now for czars—and considering what happened to them, it's an unfortunate term. Here is another tendency we have. You read glaring headlines about TV scandals in the newspapers, and we all start hunting for a Messiah, for some unassailable father-image to come in and clean up the house instead of rolling up our sleeves and doing the job ourselves.

"I'm willing to bet that the ghosts of these baseball 'czars' have been exhorted eleven hundred and forty-seven times this past year. And all I can say is that anyone who can compare 16 major league baseball teams with 520 television stations, three television networks and all the enormous complex of engineering, selling and creating in our industry, can compare grapefruit with submarines.

"So, I don't think much of the idea of a czar or czars for television. It would require a man or men of superhuman ability and divine wisdom."

Hartenbower struck back at critics who claim "the Code is merely window-dressing for the industry." He said: "If the Code is window-dressing, it will be startling news to hundreds of television station managers who have rejected thousands of dollars worth of commercial accounts without any horn-tooting. And our 380 subscribers who are now being asked for a Code dues increase, not for a big public relations campaign but to expand the Code staff and its activities, will be equally surprised."

Sponsor Set, Begin Production of 'Angels'

Arrangements have been completed for sponsorship by Conoco (Continental Oil Company) of "The Blue Angels," a forthcoming TV film series, in 68 markets within a region extending from the Alleghenies to the Rockies and from the Great Lakes to the Gulf of Mexico.

Production of the 39 half-hour programs dramatizing adventures of the U.S. Navy's celebrated four-man precision-flying demonstration team has begun on the West Coast, according to a joint statement by California National Productions and Benton & Bowles, the advertising agency for Conoco.

Sam Gallu, creator-producer of "Navy Log," is producer-director of "The Blue Angels." Dale Wasserman, TV and film writer, is the author of the first episode script.

Alan Livingston East

HOLLYWOOD, May 5. — Alan Livingston left here today for New York and a week of discussions on the proposed television production line-ups for next season.

Livingston, who earlier this week signed five-year pact with NBC-TV as a program adviser, is allowed under his deal to engage in outside production activities.

Pact Talks Continuing

HOLLYWOOD, May 5. — Negotiators for the Association of Motion Picture Producers met with the TV film actors representatives for a two-hour session today, which will be continued Tuesday morning for the discussion on new contract demands.

Who's Where

John Fernandez has been appointed sales manager of NTA spot sales, a division of NTA Television Broadcasting Co. **Lionel Furst** has been named spot sales liaison manager.

☐

Prescott Robinson and **Richard Bate** have been appointed CBS news correspondents for WCBS-TV's "The Late News" (11 P.M., Monday through Saturday) and "The Seven O'Clock Report," respectively, effective May 30. Robinson joins WCBS-TV after nearly 20 years as newscaster for WOR Radio here. Bate recently was expelled from Cuba following an exclusive filmed interview with Prime Minister **Fidel Castro.**

☐

Sandra L. Sherwood has been appointed media researcher for special projects, information services, CBS Television Network. **Mrs. Yanna Brandt** has joined the same division as a writer.

☐

Andrew J. Reinhart has been named director of budgets for the CBS Television Network. Associated with CBS since 1951, he was most recently the network's director of accounting. He has been succeeded in that post by **Louis J. Rauchenberger** who has been supervisor of accounting policy.

CBS Announces Second Public Affairs Exchange

An expanded public affairs program exchange in 1960, with all five CBS owned television stations taking part, was announced by Craig Lawrence, vice president, CBS Television Stations. Last year, three stations participated in the project which won two Sylvania Awards.

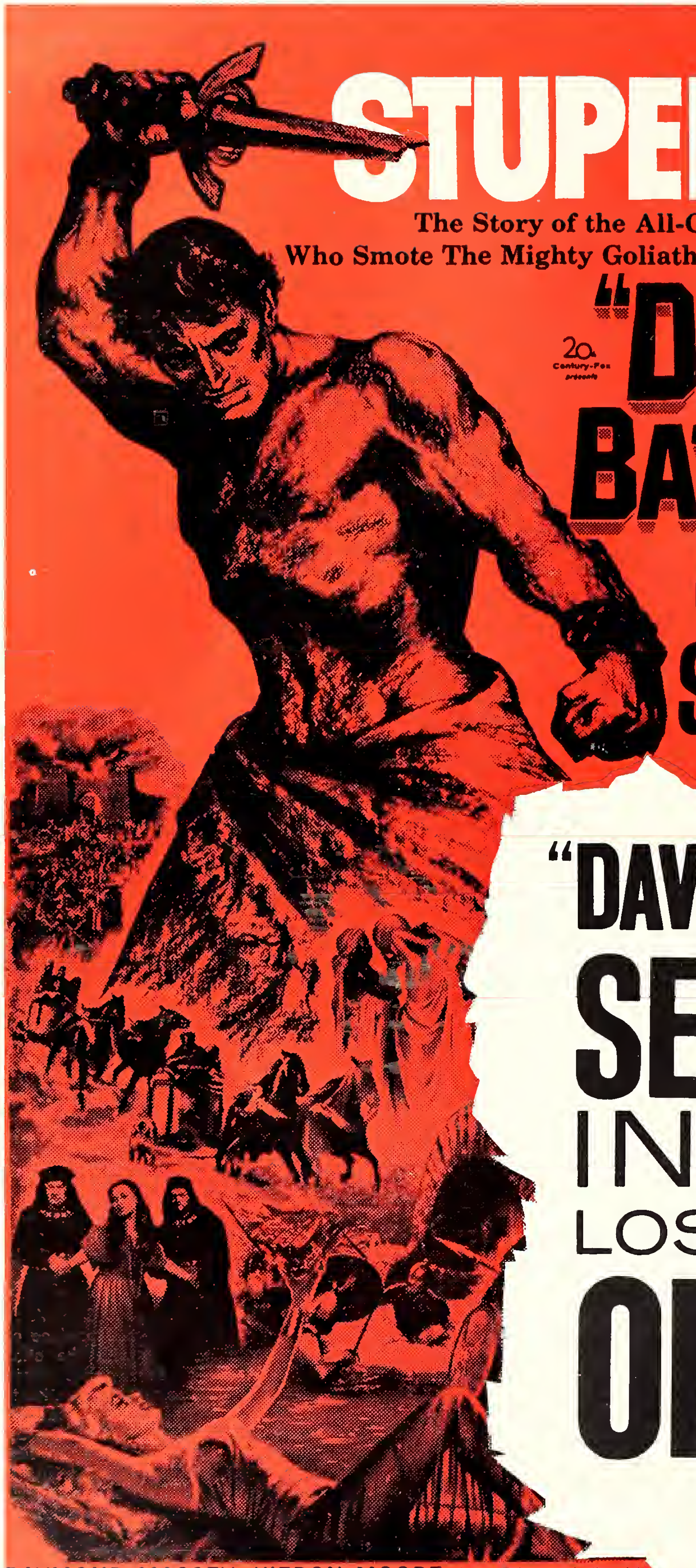
The participating stations will be WBBM-TV, Chicago; KNXT, Los Angeles; WCBS-TV, New York; WCAU-TV, Philadelphia and KMOX-TV, St. Louis. Each station will produce on tape and exchange with the other stations 13 half-hour public affairs programs. This permits each station to program two-and-one-half hours of public affairs each week during the period of the exchange, which runs from May to September. Hal Hough, director, program services, CBS owned television stations, will supervise the project.

Courtney Promoted

Alan D. Courtney has been promoted to the newly created position of vice-president, program administration, NBC television network. At the same time, Robert F. Aaron has been named director, daytime programs, and Joseph P. Cunneff director, nighttime programs.

STUPENDOUS!

The Story of the All-Conquering Lion Of Judah...
Who Smote The Mighty Goliath and Routed The Philistine Hordes!



20 Century-Fox presents

"DAVID AND BATHSHEBA"

STARRING

GREGORY PECK
SUSAN HAYWARD

COLOR by TECHNICOLOR

RAYMOND MASSEY · KIERON MOORE James Robertson Justice · John Sutton · Jayne Meadows · Denni

Produced by DARRYL F. ZANUCK · Directed by HENRY KING Written for the Screen by Philip Dunne

"DAVID AND BATHSHEB

SENSATIONA

IN FIRST 32

LOS ANGELES ARE

OPENINGS

GET SET FOR

GOLIATH-SIZE

ENGAGEMEN

Make sure you see the giant NEW TV, radio and newspaper campaign!

Get it quick... from 2

ll
News
at
ews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 89 NEW YORK, U.S.A., MONDAY, MAY 9, 1960 TEN CENTS

nual Meet

a. Proposes t Plan for k Options

'0 Shares to Selected nel; 41 Proposed

t stock option plan ever to sed by Paramount Pictures bmitted for the approval of rs at their annual meeting, ld at the home office on

n was adopted by the board rs on April 14 to aid in re- d attracting desirable per- he company's proxy state- rts that it is the board's be- "the continued success and the corporation depends to ant degree upon its ability and retain personnel of ex- ability and to stimulate in onnel an increased desire to

ontinued on page 3)

yke Named Head een Directors

Van Dyke, documentary vision film director, was resident of the Screen Di- iternational Guild at its an- ting here late last week at y Hudson Hotel.

lenn was elected first vice- Don Hershey, second vice- Bert Lawrence, secretary,

ontinued on page 3)

l Award of SWG to Norman Krasna

om THE DAILY Bureau

YWOOD, May 8. — Norman as received the Screen Writ- l annual Laurel Award for standing contributions in the screen writing. Presentation e Friday at the 12th annual of the SWG in the Beverly Iotel, and was accepted by Marx, Krasna being in Eu-

ontinued on page 3)

SION TODAY—page 5

Texas Compo Supports Classification; Hopes to Offset Local Censorship

Special to THE DAILY

DALLAS, May 8.—Audience classifications recommended by the Texas M. P. Board of Review will be made available hereafter to members of Texas Compo as a bi-monthly service, Kyle Rorex, executive director, announced at the weekend. The action is being taken to help ward off threats of state and local censorship which, it is feared, could result from increasing criticism of some film content.

"The signs multiply that our industry may expect to find high censorship hurdles rising in its path during the coming year as every day seems to

(*Continued on page* 5)

W.B. Sales, Ad Men To Headquarter Here

From THE DAILY Bureau

HOLLYWOOD, May 8. — Warners sales headquarters and probably several other departments which were moved here from New York in the fall of 1958 will be re-established in the East in the near future, probably late next month.

Charles Boasberg, general sales manager, will make his headquarters in New York instead of dividing his time between the two coasts. E. Gilbert Golden, national advertising director, also will return to New York headquarters. He leaves for there by

(*Continued on page* 3)

70mm Roadshow Policy Again Scored by Allied

From THE DAILY Bureau

WASHINGTON, May 8.—The campaign conducted by citizens of Crawfordsville, Ind., to have M-G-M's "Ben-Hur" shown at the Strand Theatre there immediately is a "prediction of things to come" in the industry, it is stated in a bulletin issued here at the weekend by the emergency defense committee of Allied States Ass'n. EDC says it believes "if the industry continues the policy of releas-

(*Continued on page* 2)

Reopen Para. Booking Office in New Haven

Paramount Film Distributing Corp. is re-establishing a booking office in New Haven, Conn., to supplement its present sales office there, vice-president Hugh Owen announced at the weekend.

"It is good to know that with so many great Paramount attractions on the horizon, we shall be able to serve

(*Continued on page* 3)

Esformes Heads Col. Latin Amer. Publicity

Nat Esformes has been appointed Columbia Pictures International publicity manager for Latin America, it has been announced by Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity. The new appointment, Rosen-

(*Continued on page* 2)

Find 'Oscar' Telecast Drew Large Professional, Technical Audience in U. S.

Special to THE DAILY

RIDLEY PARK, Pa., May 8.—The April 4 telecast of the 1960 "Oscar" awards by the Academy of Motion Picture Arts and Sciences appealed overwhelmingly to the professional and technical classes of America, a survey made by Sindlinger & Co., Inc., business analysts, revealed here.

Highlights of the report are: (1.) Of 722,800 Americans in professional and technical employment, 74.5 per cent watched the "Oscar" telecast on NBC; (2.) Of 981,000 Americans earning $10,000 or more annually, 56.7 per cent viewed the program; (3.) Of 1,800,000 Americans who have attended college, 85.8 per cent tuned in to the show that night.

These three findings illustrate the appeal of the "Oscar" telecast to the nation's professional class, it was stated. "While persons in this class comprised only a small percentage of the total audience," the report said, "the vast majority of all persons in the class viewed the presentations. We found the same situation existed last year, too."

May 26 Meet

New Directors Nominated for Loew's Circuit

Five for Enlarged Board Will Give Tisch Control

Laurence E. Tisch and associates at the weekend proposed five new nominees for the Loew's Theatres board of directors. If elected at the special meeting of stockholders called for May 26 at Loew's 72nd Street Theatre, Tisch will assume control of the company.

The special meeting will be asked to approve an amendment to the company's certificate of incorporation increasing the minimum number of directors from six to nine, and the maximum from 10 to 15.

If the amendment is approved, a slate of five additional directors will be submitted for approval at the same meeting. If elected, membership of the board will total 15.

The five new board nominees are: Charles B. Benenson, an officer and director of the Benenson Realty Co.;

(*Continued on page* 2)

Executive Sessions on Wage Bill Start May 23

From THE DAILY Bureau

WASHINGTON, May 8—Sen. John F. Kennedy (D., Mass.) has announced that executive sessions will be held on the minimum wage bill beginning Monday, May 23, and will continue until the bill can be reported out.

The bill, sponsored by Senators Kennedy and Morse (D., Ore.) was reported to the full labor and public

(*Continued on page* 2)

Hearing in N. Y. June 2 On Intermountain Plea

A hearing on Intermountain Theatres' proposal to acquire a Utah drive-in theatre has been scheduled for June 2, at 4:15 P.M., at the Federal Court House in Foley Square here. Judge Edmond L. Palmieri will preside at the session.

Intermountain Theatres, a wholly

(*Continued on page* 2)

PERSONAL MENTION

ROBERT DORFMAN, of Buena Vista Films, left New York over the weekend for Dallas.

•

Burt Sloane, United Artists publicity manager, will leave here today for Washington, where he will confer with Navy Department officials on promotional plans for the world premiere of "The Gallant Hours" at the Keith Theatre there on May 13.

•

Thomas J. Valentino, head of the transcription organization hearing his name, has returned to New York from the Coast.

•

Marvin Levy, of the M-G-M home office advertising-publicity department; **Eddie Hodges**, who plays "Huckleberry Finn" in the current film of the Mark Twain story, and Eddie's father, mother and sister, have left here for Detroit. The picture will open tomorrow in Birmingham, Mich.

•

James J. Larkin, entertainment industry representative for B.O.A.C. returned to New York over the weekend from Africa and England.

•

Yul Brynner, has returned to Hollywood from Cuernavaca, Mexico, and has entered Good Samaritan Hospital there for surgery on an injured hand.

•

Ruth Kopf, of Realart Pictures, left New York over the weekend for London, Israel, Italy and Greece.

•

Billie Jo Spencer, of the Allied Artists booking department in Atlanta, has resigned to beeome the bride of **Jesse McPhearson**.

•

Lawrence Woolner, of Woolner Bros., Drive-in Theatres, New Orleans, has left there for Chicago.

check with.... national screen service for the best in SPECIAL TRAILERS

Loew Circuit

(Continued from page 1)

James Bruce, who is a director of Technicolor, American Airlines, Republic Steel, Commercial Credit Corp., and other companies; Lewis Gruber, chairman of the board of P. Lorillard Co.; Preston Tisch, an officer of Tisch Hotels, Inc., and Jay Wells of Wells Television, Inc.

Ten on Present Board

Present members of the board are: George T. Baker, president of National Airlines; Thomas J. Connellan, retired former vice president of the First National City Bank; Leopold Friedman, chairman of the board of Loew's Theatres; Thomas L. Norton, dean of the New York University school of commerce, accounts and finance; Eugene Picker, Loew's Theatres president; Simon A. Rifkind of the law firm of Paul Weiss, Rifkind, Wharton and Garrison; Laurence Tisch, who is president of Tisch Hotels, Inc., and chairman of the Loew's Theatres finance committee; Arnold M. Grant, New York attorney and member of the Los Angeles law firm of Bautzer and Grant; Herbert A. Hoffman, executive vice president of Tisch Hotels, and John F. Murphy, Loew's Theatres executive vice president.

Of the incumbents, Grant, Hoffman and Rifkind are nominees of Laurence Tisch and with the five directors to be added to the board will give Tisch a majority representation of nine on the new board of 15.

Tisch owns beneficially 614,700 shares of Loew's Theatres stock, or 23 per cent of the 2,668,389 shares outstanding.

Benefits Expected

A management spokesman said it is anticipated that the enlarged board will make it possible to accelerate the company's plans for continuing growth and diversification. Tisch has stated on several occasions that he would like to see much of the company's valuable real estate put to uses which would increase the cash flow to the company, such as conversion of some theatre properties to hotels and apartment buildings. Several such projects are under way in New York and others are contemplated elsewhere.

'Subterraneans' Tie-In

Grove Press and Metro-Goldwyn-Mayer have entered into a co-operative arrangement to promote the Evergreen edition of Jack Kerouac's "The Subterraneans" and the June 23 San Francisco premiere of the filmization, starring Leslie Caron and George Peppard. A new printing, timed to the release of film is in work, with window displays, shelf banners and other promotional aids to be distributed to the city's top book stores.

Teaser Ads for 'Crack' Three Weeks in Advance

Darryl Zanuck's "Crack In The Mirror" will be pre-sold through a three week advance teaser newspaper ad campaign, the scope of which has been employed only twice before in 20th Century-Fox advertising history, Abe Goodman, advertising director, announced at the weekend.

To be placed on off-amusement pages, the series of 14 teasers draw attention to the six characterizations given by the three stars and also stress producer Zanuck's message that audiences must see the thriller from the very beginning.

Each engagement will also be supported by an extensive TV and radio spot saturation using three separate sets of trailers for each medium.

The three-pronged teaser attack will go into operation shortly in Boston, where the Zanuck production will open at Ben Sack's Capri Theatre late this month.

Wage Bill Sessions

(Continued from page 1)

welfare committee after extensive hearings. The full committee has met in executive session but has thus far been unable to reach agreement.

"However," Senator Kennedy said, "I am confident that a few more meetings will dispose of all the amendments being offered by members of the committee. Then we can report the bill out and schedule it for action.

"It is already long past the time when a dollar-an-hour wage could provide the barest necessities of life. In the five years since the last amendment to the law establishing a one-dollar-per-hour minimum wage was adopted, the cost of living has skyrocketed, wages in industries covered by employment contracts have increased more than 25 cents per hour, and greater skill in the use of automation processes has increased productivity per man hour.

"It is my intention to urge that executive sessions be held every day that other business is not already scheduled until the minimum wage bill can be reported to the floor."

Here for 'Ruth' Tour

Elana Eden, new-star who plays the title role in 20th Century-Fox's "The Story of Ruth," arrives in New York today from Hollywood to begin her 15-city country-wide tour on behalf of the Samuel G. Engel production.

'River' to 68th St.

The 68th Street Playhouse has been selected as the East Side theatre to play "Wild River" simultaneously with the Victoria on Broadway. The 20th Century-Fox film will debut at both theatres later this month.

Elect Esforn

(Continued from page 1

field said, is part of the rece nounced integration of the C International promotional set der the parent eompany's adv and publicity organization.

Esformes, who will operate the New York home office fror

Nat Esformes

the incr importa America tory is tered, c Columbi his pos director vertising public of *La* the Ne Spanish uage d formerl media for Leonard Wolf & Associate tising agency and also se assistant to the president of Fraser Advertising, Inc.

The new Latin America manager will supervise the tion and execution of ca throughout the territory, thro company publicity staffs in Brazil, Argentina and Cuba conjunction with the branches in nine additional in the area.

70mm Policy

(Continued from page

ing outstanding pictures o strictive basis it will reap wind of public indignation."

The Crawfordsville drive t the picture for the Strand there was led by Syndicate of Franklin, Ind. That Crawf is the birthplace of Gen. Lew author of the book on which is based, was the basis for th of the citizens to secure the fil

Exhibitors Capacity 'Lim

Reviewing the Crawfordsvi paign at length, EDC conclu "the capacity of exhibitors criticism by their patrons for layed showing of 70mm pi limited" and also that "e all of them (exhibitors) suffe embarrassment will take th into their confidence."

Intermountain Hea

(Continued from page

owned subsidiary of America casting Paramount Theatres, ing permission to acquire the tic Motor-Vue, a drive-in sev from Salt Lake City.

The 900-car, second-run t operated by Erick Peterson present time.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrc Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

. Exhibitor Group, to Have Outing

Special to THE DAILY

LAKE CITY, May 8. – The in States Theatres Association, ate of the Theatre Owners of ., will join the Intermountain Picture Club on June 22 and a "round-up" social program hn Krier, retiring MSTA pres- as announced.

two-day program will consist cutta party at the Fort Doug- ntry Club on the evening of ., a day of golf at the Oak- ountry Club on the 23d, fol- v a dinner-dance in the eve- Fort Douglas.

MSTA will use the dinner- install its new officers, who ected April 27. Erick Peterson Motor-Vu Drive-In of Salt ity will be installed as presi- ohn Denman of Fox Inter- n as vice-president; Harold of Theatre Candy Company, e City, as secretary; Warren of Utah Drive-In Corpora- t Lake City, as treasurer; and Hunt representing Central len Yergenson for Southern Virgil O'Dell for Western Richard Morris for Eastern uss Dauterman for Wyoming, ier and Samuel Gillette as sidents, as directors.

membership bulletin reporting units joint convention last in Salt Lake City with the Theatres Association, an- A affiliate, Krier pointed out MSTA's membership had in the past year. The bul- o called for membership sup- the minimum wage campaign, ed attendance at TOA's 13th onvention, to be held in Los Sept. 13-16.

nbia Gets 'Jack' U. S. Distribution

bia Pictures and Lion Inter- have announced the acquisi- Columbia for distribution in . of the Boulting Brothers' hit, "I'm All Right Jack."

bia Pictures negotiated with Hoare, managing director of nternational, and Michael d, representing Lion Inter- in this country. "I'm All Right as directed by John Boulting s Peter Sellers.

en Para. Office

ontinued from page 1)

tomers more efficiently than r have in the past," Owen a letter to exhibitors.

ive immediately, the entire n will be under the supervi- Henry Germaine, New Haven manager. Other office business billing, accounting and col- will continue to be handled mount's Boston branch.

inspection and shipping of nt film will continue to be at New Haven at the same as heretofore.

Para. Proposes First Plan for Stock Options

(Continued from page 1)

render greater service to the corporation."

It adds that the board believes that an important means of accomplishing these objectives is that of enabling "selected employes to acquire a proprietary interest in the corporation through the purchase of (its) stock, thus providing them with a more direct investment in its welfare and a closer identification of their interests with those of the corporation."

Options have been granted by Barney Balaban, president, for 25,000 shares; George Weltner, Jacob H. Karp and Paul Raibourn, vice presidents, for 15,000 shares each; to Y. Frank Freeman, Russell Holman, James H. Richardson and Jerome Pickman, for 5,000 shares each, and to 33 additional, unidentified employes for a total of 53,000 shares, none of which options is for more than 2,500 shares.

The total number of shares which may be issued under the plan is a maximum of 155,000. Options may be granted to selected employes during the five years ending April 14, 1965, at a price not less than 100 per cent of the fair market value of the stock on the date the option is granted. Twenty-five per cent of the option is exercisable on the first anniversary of its granting, and 25 per cent additionally on the second, third and fourth anniversaries.

The options granted on April 14 are exercisable at a price of $45 per share. The shares sold at 43½ to 43¾ on that day. On Friday they were selling in the 41 to 42 range.

The Paramount stock option committee consists of board members Edwin L. Weisl, Duncan G. Harris and Earl I. McClintock.

Grant to Louis Novins

The company's proxy statement notes that in January, 1959, an option to purchase 7,500 shares of Telemeter Magnetics, Inc. capital stock, a Paramount Pictures subsidiary, was granted to Louis A. Novins, Paramount secretary and president of International Telemeter, at a price of $3.40 per share to next Dec. 31, in consideration for Novins entering into a two-year employment contract with the company. Novins exercised the option last August when the bid and asked prices for the shares were $15½-17.

Employment Pact a Factor

Also, last May, Paramount granted to Karp an option to purchase 1,000 shares of Telemeter Magnetics at $5.50 per share up to Dec. 31, 1961, in consideration for entering into a seven-year employment contract with Paramount.

Nominated for reelection as directors for another one year term at the annual meeting are: Balaban, Freeman, A. Conger Goodyear, Stanton Griffis, Harris, John D. Hertz, McClintock, Maurice Newton, Raibourn, Weisl, Weltner and Adolph Zukor.

The proxy statement shows that Balaban received $124,800 remuneration in 1959, including expense allowance of $20,800; Freeman, $104,000 Raibourn, $59,800, including expense allowance of $7,800; Weltner, $65,000, including expense allowance of $5,400, and Zukor, $78,000.

Will Eliminate 50,000 Shares

The proxy statement also reveals that the company proposes to eliminate 50,000 shares from the authorized capital stock of the corporation. These are shares which were purchased by the company, and the effects of their elimination will be to reduce capital by $50,000, par value of the shares, and to reduce capital surplus by $2,277,203.40, aggregate cost of the shares in excess of their par value.

The proxy statement notes that in the event stockholders do not approve the new stock option plan at the annual meeting, the plan will become ineffective June 30.

Set Committee for Maryland Meeting

Special to THE DAILY

BALTIMORE, May 8.–Committees for the first annual meeting of the Maryland Theatre Owners Association to be held June 28, 29 and 30 at Ocean City, Md. are announced, as follows:

Convention chairmen, Isador M. Rappaport and Harold DeGraw; coordinator, George Brehm; banquet and receptions, William Fisher, William G. Meyers and Paul Roth; general activities, Newell Howard, Sam Mellits and Henry Hiser; finance and registration, Douglas Connellee and T. T. Vogel; ladies and hospitality, Mrs. William Fisher; publicity, George Browning and Abel Caplan; prizes and donations, Jack Fruchtman, Robert Marhenke and Henry Hornstein; program advertising, Harold DeGraw, George Brehm and Marvin Goldman; distinguished guests, Isador M. Rappaport and Howard Wagonheim; golf tournament, Phil Isaacs, Bernie Lust and Bill Friedman; business meetings, Phil Isaacs and Herman Kopf.

W.B. Sales, Ad Men

(Continued from page 1)

plane next weekend for a week of conferences, prior to closing his office here.

It is understood that among others scheduled to return East in the near future are William W. Brumberg, head of field exploitation, and Ernest Grossman, his assistant.

Goodman Already Here

Bernard R. Goodman, in charge of television activities in the East, completed his move back to New York recently. Among others expected to return there are personnel of the international, legal, playdate and billings departments. It is reported that new quarters for the company may be found in New York in order to consolidate departments, some of which, such as the accounting department, are to be at 14th Street and Broadway, whereas others are in the former home office space at 666 Fifth Avenue.

Milton Rackmil Returns

HOLLYWOOD, May 8. – Milton R. Rackmil, president of Universal Pictures, returned over the weekend from Tokyo, following meetings with Far Eastern company representatives in connection with launching of the Bryna production, "Spartacus."

Elect Van Dyke

(Continued from page 1)

and Joseph Lerner, who was named treasurer.

The new executive board, in addition to the officers, is composed of Paul Falkenberg, Ben Gradus, Leo Hurwitz, Robert J. Kingsley, Howard T. Magwood, Sidney Meyers, Leo Seltzer, Shepard Traube, Charles H. Wasserman, Nicholas Webster, and Robert Edmonds representing the Midwest Organizing Committee. Alternates comprise Don Livingston, Robert K. Sharpe, Fred Pressburger, Melvin London and Herman J. Engel.

Executive secretary George L. George and Guild counsel Irwin Feldman will continue in their present positions. Raymond J. Rand was appointed assistant to the executive secretary, and will function as SDIG representative in policing and enforcing the Guild's industry-wide contracts.

At the meeting the membership authorized the executive board to grant a charter to the midwest organizing committee, which will become the midwest branch of SDIG with headquarters in Chicago. The branch, which has at present 85 members working for some 22 producers, predominantly in Chicago, is looking to an early expansion that is likely to double its size.

AMPP-SDG Parley Will Continue Today

From THE DAILY Bureau

HOLLYWOOD, May 8.–Negotiators for the Association of Motion Picture Producers and the Screen Directors Guild met here Friday for three hours. Although no statement was issued by either side, observers say progress is being made.

Another meeting is scheduled for Monday at 8 p.m. at AMPP headquarters.

Laurel Award

(Continued from page 1)

rope at this time. Other signal award honors presented by the guild were as follows:

Albert Hackett and Frances Goodrich for "The Diary of Anne Frank," best written American drama; I.A.L. Diamond and Billy Wilder for "Some Like It Hot," best written American comedy; Melville Shavelson and Jack Rose for "The Five Pennies," best written musical.

National Pre-Selling

DURING the past few years many motion pictures have been based on persons in contemporary life. The editors of "Life," conscious of this trend in the picture industry, assigned their British correspondent Anne Angus to interview Tom Dobson a welder at a furnace plant in Birmingham, England. The article appears in the May 2 issue. When Tom Dobson came to the Birlec plant in Birmingham, he was a member of a union and wanted to stay in it. His co-workers wanted him to join theirs. After arguments failed they declared him an "untouchable" and refused to talk to him.

Dobson's tale of ostracism is now duplicated in a popular motion picture named "The Angry Silence."

Dobson told "Life's" reporter after seeing the film, "If it had not happened to me, I never would have believed it."

Photos of Dobson, his large family, and scenes from the film that parallel his life are the pictorial phase of this unusual story.

•

A Jacques Kapralik caricature featuring "The Story of Ruth" stars, Elana Eden, Stuart Whitman, Tom Tryon, Peggy Wood and Viveca Lindfors, will appear on the full color cover of "Pictorial Review's" June 5 issue. This new 20th-Fox film has been produced in DeLuxe color and CinemaScope.

•

"The Adventures of Huckleberry Finn" will be released in June by MGM. Appropriately "Look" in the May 10 issue has published a picture story of Mark Twain. The text for this article was taken from "Mark Twain Himself" by Milton Meltzer, and will be published in October by Thomas Y. Crowell Company.

•

"I'm All Right, Jack" the hilarious English satire, which pokes fun at big business, unions, and politics receives a laudatory review in the May issue of "Seventeen."

•

Dore Schary, whose production "Sunrise at Campobello," is now being filmed in Hollywood, was interviewed for the April 22 issue of "T.V. Guide." It was the lead article and introduced by a two page spread in full color.

Ralph Bellamy plays F.D.R. in "Sunrise at Campobello," which should be ready for release by Warner Bros. in early autumn.

•

"The Unforgiven," starring Audrey Hepburn and Burt Lancaster and directed by John Huston, is reviewed by Richard Marek in the May issue of "McCall's." This U.A. film has a socially significant story, which everyone should see.

WALTER HAAS

• • • FEATURE REVIEWS • •

Noose for a Gunman

Premium—UA

A routine western, this 69-minute production is marked by only two professional performances and is saved from the ordinary by a script, which although borrowing the elements of several successful western themes, manages to build fair suspense. It builds to a gun battle, standard in most of its elements, which should satisfy the action fans.

For names it has only Harry Carey, Jr., who struggles mightily to make credible his part as the stage line owner who befriends unjustly accused Jim Davis, whom the self-righteous townsfolk of Rock Valley have vowed to hang because he has killed the two sons of Barton MacLane, wealthy ranch owner. Davis' only other friends are Walter Sande, the sheriff who shares his suspicion of MacLane as the master mind behind a number of stagecoach robberies, and Lyn Thomas, his fiance, who is due in town on the stage which villain Ted de Corsia and his raiders, acting on MacLane's information, plan to rob.

Davis is jailed after tangling with MacLane's hired gunman, Leo Gordon; the gold shipment is hidden in town instead of shipping out on the stage; de Corsia's men hit the town, the townsfolk in embarrassment seek Davis' help, and he with Carey at his side, kills them all.

The screenplay is by James B. Gordon, from a story by Steve Fisher. Edward L Cahn directed and Robert E. Kent produced. Running time, 69 minutes. Release in May. J.D.I.

The Great Day

Ellis—ASPA

What begins as a commonplace adventure ends in extraordinary recognition for a little Spanish boy who sacrifices his arm for the want of a white communion suit and for the love of God. "The Great Day" is communion day for six-year-old Marcos (Miguelito Gil) whose mother's dying words were the promise of such a suit, but whose father is to poor to buy one for him. He and his young friend Polonio, an amusing "Butch"-type choir boy (Miguel Angel Rodriguez), aspire their every waking minute to the white suit. Rafael Gil directed his son in the lead role.

Marcos' stern father and older sister are poor but honest. The boy worships his brother who is discharged from the Army and wastes his time at the card table. When Marcos sees the white suit loaned to Polonio, he determines to have one like it for himself, whatever its cost. He consciously breaks his communion day fast so as to stall until he has his suit.

His first great experience comes in Madrid where he tries on a white suit which makes him look angelic. In his own village he steals such a suit from a circus midget but conscience compels him to return it. Later, when an old woman of the village dies leaving him enough money to buy the suit in Madrid, Marcos entrusts the sum to his brother who gambles it away.

This misfortune fires the boy's desire. He works to earn the money, heaping slag in a nearby foundry, sneaking away from home late at night. One evening he disobeys the watchman's orders and is nearly crushed to death in a cave-in. His life is saved but his arm is removed. News of the accident is published in newspapers throughout the world and hundreds of white suits with golden braid arrive at the hospital, with dozens of pairs of white shoes and prayerbooks. Finally, the great day arrives and Marcos enters the freshly-adorned church to receive his first communion in the white suit of his choice.

The script for this film was written after the true story of a French boy who also longed for a white suit he could not afford, to wear for his first communion. He too was gravely injured while working to pay for the suit, and his adventure was publicized throughout France. The picture was dubbed in English.

Running time, 94 minutes. Release, in May. SAUL OSTROVE

The Giant of Marathon

Titanus-Galatea Prod.—
M-G-M—Dyalscope

Steve Reeves, now "The Giant of Marathon," herewith takes another long stride toward establishing himself as a folk hero of pictures about ancient civilizations. In this Italian production in Eastman color and Dyalscope, Reeves plays Philippides, an Athenian Olympic champion who embodies pride, strength and intelligent nationalism. He helps defend his country from Persian onslaught and he also wins the hand of Mylene Demongeot. This film should bring Reeves fans into the theatre and those who just enjoy costume melodrama.

When he learns his beloved Athens will be destroyed by the Persians unless he does something quickly, Reeves gallops off to Sparta to enlist that city's support. Spartan help doesn't arrive until the battle seems lost for the Athenians, but when it does come it arrives in spades; the Persian fleet is swamped and Philippides is freed long enough to put the slug on Theocritus (Sergio Fantoni), an Athenian traitor who starts most of the trouble.

Another beauty, Karis (Daniela Rocco), is in love with Philippides but her love is not returned. After she agrees to conspire with Theocritus she changes heart and exposes him near the end of the picture, informing Philippides with her last gasps (Theocritus has fired an arrow through her) that the Persian attack will come from
the rear. The Athenian army is
but Philippides leads a band
perfect specimens into the fray
smash the fleet and with th
of Spartan Cavalry split the
sor down the middle.

"The Giant of Marathon" is
well and dubbed well. The pr
seem to have spared no exp
make their ancient Greece an
tic one. The screen play by
De Concini, Augusto Frassine
Bruno Vailati is low-keyed a
the most part interesting. The T
Galatea production was direc
Jacques Tourneur and produ
Vailati. Featured in the cast
berto Lupo, Daniele Varga,
Loti, Miranda Campa and Ivo
Running time, 92 minutes. Rel
May.

My Dog, Buddy

McLendon Prod.—Columbia

B. R. and Gordon McLend
produced for Columbia a p
tale of an orphaned boy and
dog who after many near misse
are reunited with one anothe
Dog, Buddy" is sweet and senti
one that youngsters will take
even if their elders grow in
with the picture's direction and

Unless 10-year-old Travis Le
finds his half-lame and rather p
looking German Shepherd he
recover from the shock of t
accident that was fatal to his
this much is made clear, for
spends most of his time in a
hospital bed, suffering from
cident traumas, unable to speal
he finally goes outdoors he is
panied by his doctors and nu
local dog show where "Bud
illegally been entered in the
tition by James H. Foster, a mi
dog-breeder whose own hound
ing. "Buddy" wins first pr
Foster, seeing the dog's effe
Master Lemmond, changes he
joins the hunt for the anima
has run away again. "Buddy
is corralled in a stone quarry
demolition team is blasting.

The picture was made in an
Dallas and features home-gro
professional actors, police, fire
other residents. An appreciati
ence is made in passing to
Robert J. (Bob) O'Donnell,
pioneer whose loan to the boy
of film and projector was
therapeutic value.

Cast with young Lemmond
able, freckle-faced lad, are Ke
Ken Knox, Jane Murchiso
Thomson and Jo Palmie. Cu
duced the picture which was
by Ray Kellog from his sc
"Buddy" is played by Lon
star of "The Littlest Hobo,"
owned and trained by Chuc
mann.

Running time, 77 minutes. R
June.

xas Compo

ontinued from page 1)

ore complaints from the PTA, bs, church groups, social or- ns, press critics and indivi- icism from parents and puri- enders—all claiming too much violence in current movies," aid in a letter to all Texas s.

id that "while these people much in the minority, the they get from their crusad- ts could stir up state or local ip or classification."

hear these people say that uction Code should guarantee ilms be made suitable for the mily. This can never be. Hol- must make pictures not only family and young people but adults. It is the responsibility ts, not theatre managers, to creen entertainment suitable children."

cautioned, however, that it responsibility of the theatre to apprise the public of the tions recommended for the he exhibits and cited this eason for installing the classi- service.

s Use of Board's Ratings

rged that exhibitors use the eview Board's ratings as rep- ve of a screening committee s representing major church ations.

sting that exhibitors use the tions in their theatre ads, y on adult programs and/or weekly public service of the wspaper, it was revealed that newspapers have been pub- ge group calssifications week- some time at no charge to owners.

's letter concluded that use ntary classification should be ibitor's best line of defense ving the increasing number t" films, as well as a welcome r patrons who frequent thea- l should serve to soothe the s of censorship or manda- ssification by statute or local e.

Texas review board's current sifies 54 features now in re- Of the total, 18 are recom- for adult audiences only; 17 ts and mature young people; young people, and nine for

etco Income Rises for 3 Months

Special to THE DAILY

II, Fla., May 8. — Wometco ses, Inc. reported that its net for the first 12 weeks of 1960 17.4 per cent over the same in 1959. Net income after r the period was $200,321 as d to $170,644 in 1959.

nterim report for the 12 weeks March 26, 1960, shows gross of $2,418,950. Gross income in 1959 was $2,360,268. Expenses in 1960 of $2,039,214 decreased, as compared with the 1959 expenses of $2,044,250.

Per share earning for the first 12 weeks of 1960 was 22c; this figure was 19c in 1959. The income figures covered in the report do not include the operations of the Miami Seaquarium which was acquired April 12, 1960.

The interim report to stockholders shows that 49.3 per cent or $98,754 of earnings has been paid in dividends and that 50.7 per cent or $101,567 has been retained in the business.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

NBC-Opera's 12th season in TV will launch "Brigham Young" (formerly titled "Deseret") in November, a new American opera composed by Leonard Kastle with a libretto by Ann Howard Bailey. Other operas selected for the 1960-61 season include Moussorgsky's "Boris Godunov,' "The Love of Three Kings" by Montemezzi and Menotti's famous "Amahl and the Night Visitors." Samuel Chotzinoff will produce the series, all of which will be given in English. . . . Notre Dame Football games will be heard exclusively for the third ABConsecutive year starting Sat., Sept. 24, sponsored by Pontiac with Harry Wismer again doing the play by play. . . . Formerly starred in her own TV series, Chicago-getter Caroline Gilbert has been named talent co-ordinator for the NBC-TV "Today" series. . . . Simon & Schuster has just published a new 152-page book titled, "My Husband, Arthur Murray," by Katherine Murray and Betty Hannah Hoffman which deals with the problems and foibles of professional dancers in general and how the famous "Mr. & Mrs. Dance Team" faced and overcame their own problems during their amazing career. . . . Scott Taylor has been signed for a featured singing role in a new musical, "The Girl Who Cried Olay," music and lyrics by Lorenzo Fuller and being handled by MCA. . . . Alan Livingston, who recently resigned as TVeep in charge of NBC programming, has signed a five-year pact with this same network as program advisor. . . . Edgar Leslie, one of the top songwriters in the country ("Among My Souvenirs," "Oh What A Pal Was Mary," "For Me And My Gal") who just returned with his wife Florence from a round-the-world cruise, were honored by 50 of their contemporaries and fellow members of the American Guild of Authors & Composers (AGAC) at the Hotel Gotham in New York last Thursday. ASCAPrexy Stanley Adams, Otto Harbach, Irving Caesar, Ray Henderson, Harry Tierney, Sammy Fain and Ned Washington were among those present. . . . Latest NBC Page boy to get a break is Vince Mauro, who recently made a guestint on Merv Griffin's "Play Your Hunch" with the result a recording contract with MGM Records and management by Lou Levy.

☆ ☆ ☆

Maestro Paul Taubman was inaugurated as "Mayor of Fifth Avenue" last week with a dinner at the Hotel Warwick. Incidentally Jack Waldron fractured the assembled guests with his routines and ad-glibs. . . . Arthur Penn's name must be added to the growing list of TV'ers who have graduated to bigger things in Hollywood. Penn has been signed to direct the moon pitchur version of "The Miracle Worker" which he did for both TV and Broadway. . . . Jack Narz is subbing for Bill Cullen on the NBC Quizzer," "The Price Is Right" this entire month. This is really keeping it in the family since Narz is Bill's brother-in-law (both married to sisters.) . . . Dr. Carlton Frederick's "Living Should be Fun" series, heard locally over WOR for the past five years, has been made available on a one-station-in-a-market basis by Herb Saltzman, merchandising manager for WOR. . . . After many years of association with numerous Broadway and Hollywood productions, John Haggott has formed his own TV producing firm. His initial project will be an adventure series in color titled, "Carib," to be shot in the West Indies. Other properties skedded for early production include "Exiles From Eden," "Port Of Entry" and "High Country." . . . Columbia A & R man Frank DeVol has sent his newest LPAlbum, "The Old Sweet Songs" to Her Royal Highness, The Princess Margaret of England, as a wedding present. . . . Cathy Carr, whose Roulette platter of "Ivory Tower" zoomed her to the top, has just signed with G.A.C. . . . Les Paul and Mary Ford's current engagement at the Latin Quarter in Gotham, drawing rave notices. . . . CBStarring Patty McCormack, "Tech's Bad Girl" will return to the TV scene for a 13-week run starting Tues., July 1 (9-9:30 P.M.). Wendell Corey and Marsha Hunt will also be seen as regulars in the cast. . . . Originally presented two months ago, CBS-TV will repeat the dramatic "Dillinger; A Year To Kill," starring Ralph Meeker.

ITC, Fox in Deal For Co-Production

Independent Television Corporation's first major domestic co-production agreement was announced at the weeeknd to the newly-reorganized board of ITC by Michael Nidorf, chairman of the board, and Walter Kingsley, President of ITC. The arrangement calls for a minimum of two new television series to be produced at the 20th Century-Fox studios in Hollywood by 20th Century-Fox Film Corp.

This is the first of such domestic productions planned for the American market by ITC. Nidorf and Kingsley pointed out that "this first move with 20th Century-Fox signifies ITC's commitment to produce programs in America as well as overseas."

Activity Is World-Wide

ITC previously has entered into co-productions all over the world, including their most recent "Interpol Calling," produced with the J. Arthur Rank organization. Two current series, in addition, are being filmed in Europe and Australia.

Kingsley also reported to the board a first quarter of 1960 which surpassed in every way ITC's projections in both domestic and foreign sales. Kingsley pointed to a sales increase of $800,000 over the like period of 1959. He also announced plans to release at least two new series for syndication, and increased executive personnel plans.

Other members of the board present in addition to Nidorf and Kingsley were Morris Wright of Kuhn, Loeb & Co. and Comdr. J. A. L. Drummond, of Associated TeleVision Ltd., London.

7 Division Vice-Pres. Are Appointed by RCA

Appointment of seven executives to the position of division vice-president of the Radio Corporation of America was announced over the weekend by RCA President John L. Burns.

The executives covered in the announcement are: Charles H. Colledge, division vice-president and general manager, broadcast and television equipment division, Camden, N. J.; J. J. Graham, division vice-president and general manager, communications and industrial electronic products operations division, Camden; Barton Kreuzer, division vice-president and general manager, astro-electronic products division, Princeton, N. J.; S. N. Lev. division vice-president and general manager, Moorestown missile and surface radar division, Moorestown, N. J.; C. E. Burnett, division vice-president, industrial tube products department, RCA electron tube division, Lancaster, Pa.; J. B. Farese, division vice-president, entertainment tube products department, RCA electron tube division, Harrison, N. J.; Robert L. Yorke, division vice-president, commercial records creation department, RCA Victor record division, New York City.

Off the Press...

FAME

for 1960

AUDIT OF PERSONALITIES handsomely celebrating the talent responsible for the top successes of motion pictures and television throughout the preceding year, with the facts of public performance that distinguish these achievements. Thus FAME again provides — as it has done for 28 years — the only full-dress recognition of the people who create the leading productions of theatre screen and telecasting.

$3 PER COPY

QUIGLEY PUBLICATIONS • 1270 Sixth Avenue, New York 20

All
News
hat
News

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 90 NEW YORK, U.S.A., TUESDAY, MAY 10, 1960 TEN CENTS

Contends:

oduction l 'Collapse' hout Levy

ı Producers Urge itors Back Program

By WILLIAM PAY

ON, May 6 (By Air Mail).— roduction will collapse with- dequate levy and it is in the of exhibitors to support it e Federation of British Film maintains in a report to the Trade.

eport is the FBFM reply to matograph Exhibitors' Asso- nemorandum on the subect, exhibitors could see little, if nomic justification for a levy s of the minimum figure of llion $5,600,000). Producers vays pressed for the maxi- £5 million ($12,000,000). ı of the exhibitor arguments

Continued on page 2)

SEG to Meet ontract Provisions

rom THE DAILY Bureau

YWOOD, May 9.—The board creen Actors Guild has agreed nt a special committee to con- a Screen Extras Guild on the f the new SAG contract on ayers doing lines and stunts, ıg to an SEG newsletter to s. SEG had requested the joint

letter to John L. Dales, SAG

Continued on page 4)

ourgh Exhibitors lear Marcus Plan

200 invitations have been exhibitors in Western Penn- ı and Western Virginia to at- oresentation of the Ben Marcus romotion plan at the Penn- n Hotel, Pittsburgh, May 25 Compo announced here.

les E. McCarthy, executive sec-

(Continued on page 5)

'ISION TODAY—page 5

Plan Pay-TV Test of Heavyweight Bout on Community Antenna Systems

The first pay-TV test of a world's championship heavyweight fight is being planned by the TelePrompTer Corp. on community antenna setups which it operates in Wyoming and New Mexico, and possibly on others in the same area for which it is in the process of closing deals.

The Ingemar Johansson-Floyd Patterson bout, set for June 20 at the Polo Grounds here, will provide the test. TelePrompTer is keeping the fight off free-TV in favor of closed circuit theatre TV and radio.

American Broadcasting has closed

(Continued on page 5)

'Petticoat' Tops 'Miller' As All-Time U-I Grosser

Domestic film rentals on Universal's "Operation Petticoat," as of last Saturday, reached $7,300,000 topping the $7,205,000 of "The Glenn Miller Story," which had held the title of the all-time record U-I grosser, it was announced yesterday by Henry H. "Hi" Martin, Universal vice-president and general sales manager. "Petticoat" has been in release only 19 weeks, he pointed out.

"Petticoat" has broken many all-time U-I records and theatre records for total grosses and extended holdovers.

Sues Memphis Censors On 'Rebel Breed' Ban

Special to THE DAILY

MEMPHIS, May 9.—The producer of the film, "This Rebel Breed," has filed an application for an injunction in Federal Court here against the Memphis Board of Censors for banning the film. The suit was filed by Attorney H. T. Lockard, representing William Rowland of Los Angeles, producer of the film for Warner Bros.

The suit charges that to deny ex-

(Continued on page 4)

Stratford Festival To Begin on July 13

The first Stratford International Film Festival will be held at the Stratford Theatre in Stratford, Conn., the entire week starting Wednesday, July 13th, it was announced here jointly by Albert M. Pickus, festival chairman, and Val Chevron, festival executive director.

Marking the first time films of in-

(Continued on page 4)

Col. Trailer Change To Start with 'Stars'

Special to THE DAILY

NEW ORLEANS, May 9. – The first film set for the new policy whereby Columbia Pictures will create and handle its own theatre trailers, posters, and advertising accessories is "I Aim at the Stars," Rube Jackter, Co-

(Continued on page 6)

AF of M to Ask Goldwyn for Negotiations Prior To Sale of Any Post-'48 Films to Television

The American Federation of Musicians which last week wrote to Columbia Pictures inviting negotiations prior to any sale to television of films from its post-'48 library, this week is forwarding a similar letter to Samuel Goldwyn Productions, it is learned.

Goldwyn was quoted in recent Hollywood interviews as confirming that a deal for many of his backlog films, including some released since 1948, might be closed in the near future.

A. F. of M. takes the position that its basic agreement with producers, covering the sale of the music sound tracks of all pictures produced from 1948 to Feb. 19, 1958, is subject to the prior written consent of the Federation and expresses its expectancy that the indicated negotiations with A. F. of M. will be initiated and an agreement reached prior to such a sale to television.

Goldwyn indicated that his top productions would be withheld from television, if and when a deal is made, so that they would be available for theatrical reissue in the future.

To Hire Help

Anti-Pay-TV War Chest Is OK'd By ACE

Is in Addition to Other Opposing Moves, TOA Says

The American Congress of Exhibitors has authorized the Joint Committee Against Toll-TV, of which Philip F. Harling is chairman, to "build a war chest to hire legal, public relations, engineering and economic help, as needed," to advance the national exhibitor campaign against subscription television.

This was disclosed yesterday in the current membership bulletin of Theatre Owners of America.

The development of the "war chest" and the uses to which it is planned to put it are part of what the bulletin describes as "A renewed grass-roots campaign to combat toll-tv in all its forms."

Other phases of the campaign, previously disclosed, include the marshalling of nation-wide support by revital-

(Continued on page 4)

28 Days Found Norm For Clearance by TOA

The norm for the period of clearance between a first-run engagement and a neighborhood theatre booking is 28 days in the nation's major cities, according to a survey just completed by Theatre Owners of America. Results are published in the current TOA bulletin.

The survey indicated that the 28-days period is being whittled down all over the country, TOA said.

Clearance periods in the major

(Continued on page 4)

Nominate Bicks for Permanent Trust Post

From THE DAILY Bureau

WASHINGTON, May 9.—Robert A. Bicks, acting head of the Justice Department's anti-trust division since April 21, 1959, has been nominated by President Eisenhower for confirmation in his present post. Speedy confirmation of the appointment is expected.

PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, and Herman Kass, executive in charge of national exploitation, have returned to New York from Chicago.

•

B. G. Kranze, vice-president of Cinerama, Inc., has returned to New York from London, Paris and Germany.

•

Joseph M. Sugar, Magna Theatre Corp. vice-president and general manager, will leave here today for Jacksonville and Atlanta.

•

Dave Horn, vice-president of Titra Sound Studios, has returned to New York from Florida and Nassau.

•

F. J. A. McCarthy, Universal Pictures assistant general sales manager and sales director of "Spartacus," and Jeff Livingston, executive coordinator of sales and advertising, left New York yesterday for Miami.

•

Sid Newman, Magna Theatre Corp. advertising-publicity director, will leave New York today for Little Rock and Corpus Christi, Tex.

•

Ray Marie Brock, assistant cashier at the M-G-M exchange in Cleveland, was married in that city on Saturday to Gilbert Schiller, assistant shipper at the exchange.

•

Joe Solomon, president of Fanfare Films, has arrived in Los Angeles from New York. He will also visit San Francisco.

•

Jack Armstrong, Ohio circuit owner with headquarters in Bowling Green, has become a grandfather with the birth of a son, Gregory Hatch, Jr., to his daughter, Mrs. Gregory Hatch, in Liberal, Kan.

•

Mary Lou Weaver, secretary to William Twig, Warner Brothers branch manager in Cleveland, has left there to spend a week in Williamsport, Pa.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYDN
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
AND GALA NEW STAGE SPECTACLE

Warns of 'Collapse' in U.K.

(Continued from page 1)

seems to be based on an illusion that producers as a whole are genuinely prosperous," says the FBFM report. While some films do make good profits many have suffered calamitous losses, but a producer does not advertise a failure, as he will not want to discourage potential financiers, it is pointed out. The report denies that the levy is a luxury which most producers do not need and few exhibitors can afford, adding:

"We cannot agree that the blame for exhibitor losses, where they occur, can be attributed to the levy, say the producers, and the decline in American production makes exhibitors increasingly dependent on British films."

Finally, the FBFM report repudiates the CEA suggestion that the levy is paid for entirely by exhibitors. "In the first place the levy is 'taken off the top' before film hire is calculated. So in fact it is paid for by producers and exhibitors as well as by distributors. It is collected by the exhibitor but something over 30 per cent is really paid for by the producer and distributor. Moreover, the benefit of levy to producers has been substantially reduced and the 'burden' on exhibitors substantially lightened by a fall in film hire."

The Board of Trade is giving urgent consideration to the trade associations' various memoranda on the levy as—due to the abolition of entertainments tax in the Finance Bill—amending regulations have to be rushed through Parliament before the end of June.

Dems' Nat. Committee Names Art Units' Heads

From THE DAILY Bureau

HOLLYWOOD, May 9. – George Seaton, chairman of the Committee for the Arts of the Democratic National Committee, and Paul M. Butler, chairman of that committee, today announced the appointment of Dore Schary as coordinator for the committee for the arts. They also announced that William Gordon, motion picture executive, will serve as treasurer and Allen Rivkin, writer-producer of motion pictures and television productions, will be national director.

The following will serve as section chairmen for the performing arts division committee:

Motion pictures – William Goetz, president of William Goetz Productions.

Filmed television – Harry Ackerman, vice-president in charge of screen gems production.

Live television – David Susskind, TV producer and president of Talent Associates.

Radio—Robert Hinckley, of American broadcasting-Paramount Theatres.

Theatre—Oscar Hammerstein II.

Music—Johnny Green, musical director, who will also be musical director of the 1960 Democratic National Convention.

Dance—Gene Kelly.

Wedding Film Ready

Some 25 cameramen and nearly as many sound engineers were employed by Movietone news producer Edmund Reek in the photographing of the wedding of Princess Margaret to Anthony Armstrong-Jones in London last week. The Movietone film is currently in release.

Podolnick Is Named Trans-Texas President

Special to THE DAILY

AUSTIN, Texas, May 9.—Earl Podolnick, former vice-president and city manager here for Trans-Texas Theatres, has been named president of the 6circuit. He succeeds Harold Novy, his brother-in-law, who died in Dallas, April 11. He will continue to headquarter here, visiting the circuit's head office in Dallas every week or 10 days.

Wroe Owens, of this city, attorney for Trans-Texas, has been named vice-president, succeeding Podolnick. The circuit operates 12 theatres in eight Texas cities.

Glen Alden Annual Meet Scheduled for May 20

The annual meeting of stockholders of the Glen Alden Corp., parent company of RKO Theatres, will be held at the Park Sheraton Hotel here on May 20, with the election of directors as the principal business to come before the meeting.

All incumbent directors, including Sol A. Schwartz, RKO Theatres president, and a vice-president of Glen Alden, have been proposed for reelection.

Museum Theatre Opens

The Museum of Modern Art auditorium, closed for alterations during the past three weeks, has reopened with "On Approval," a comedy with Beatrice Lillie and Clive Brook. The 1944 film is being shown through Saturday.

'Congo' $13,975 Here

20th Century-Fox's "Masters of the Congo Jungle" grossed a big $13,975 for its first four days at the RKO Palace Theatre here.

New Delay Is Seen
Minimum Wage Tal

From THE DAILY Bureau

WASHINGTON, May 9. – S
minority leader Dirksen (R., I
member of the Senate labor co
tee, today dashed cool water on
Kennedy's hope that "a few
closed-door meetings would e
that group to report out a new
mum wage bill.

Dirksen said that he would
to having the labor committee
ing in the afternoon and whe
Senate is in session, since this
almost of necessity preclude him
from attending. He added that
he and Sen. Goldwater want "
there" while the committee con
the bill. Since a single senator
jection can prevent a committee
meeting during a session, it
clear that meeting time will b
stricted.

Dirksen observed, too, that
have lots of amendments" t
wage-hour bill, "all of which wil
lots of discussion."

'Portrait' World Bo
In Chicago on June

"Portrait in Black," Universal
ational film starring Lana Turne
thony Quinn, Sandra Dee and
will have its world premiere at
ban and Katz's Roosevelt Thea
Chicago, Thursday, June 23, fo
by key city openings for the Fo
July weekend, it was announc
Henry H. "Hi" Martin, vice-pre
and general sales manager of U
sal.

The Rooosevelt Theatre in Cl
Martin noted, was the scene
world premiere last March of tl
ord-breaking "Imitation of
which also starred Lana Turn
Sandra Dee. Ross Hunter, prod
"Portrait in Black," will partici
the world premiere activities i
cago along with the stars of th

A long range promotional car
on the world premiere similar
accorded "Imitation of Life"
ready been launched by Univer
Balaban and Katz executives.

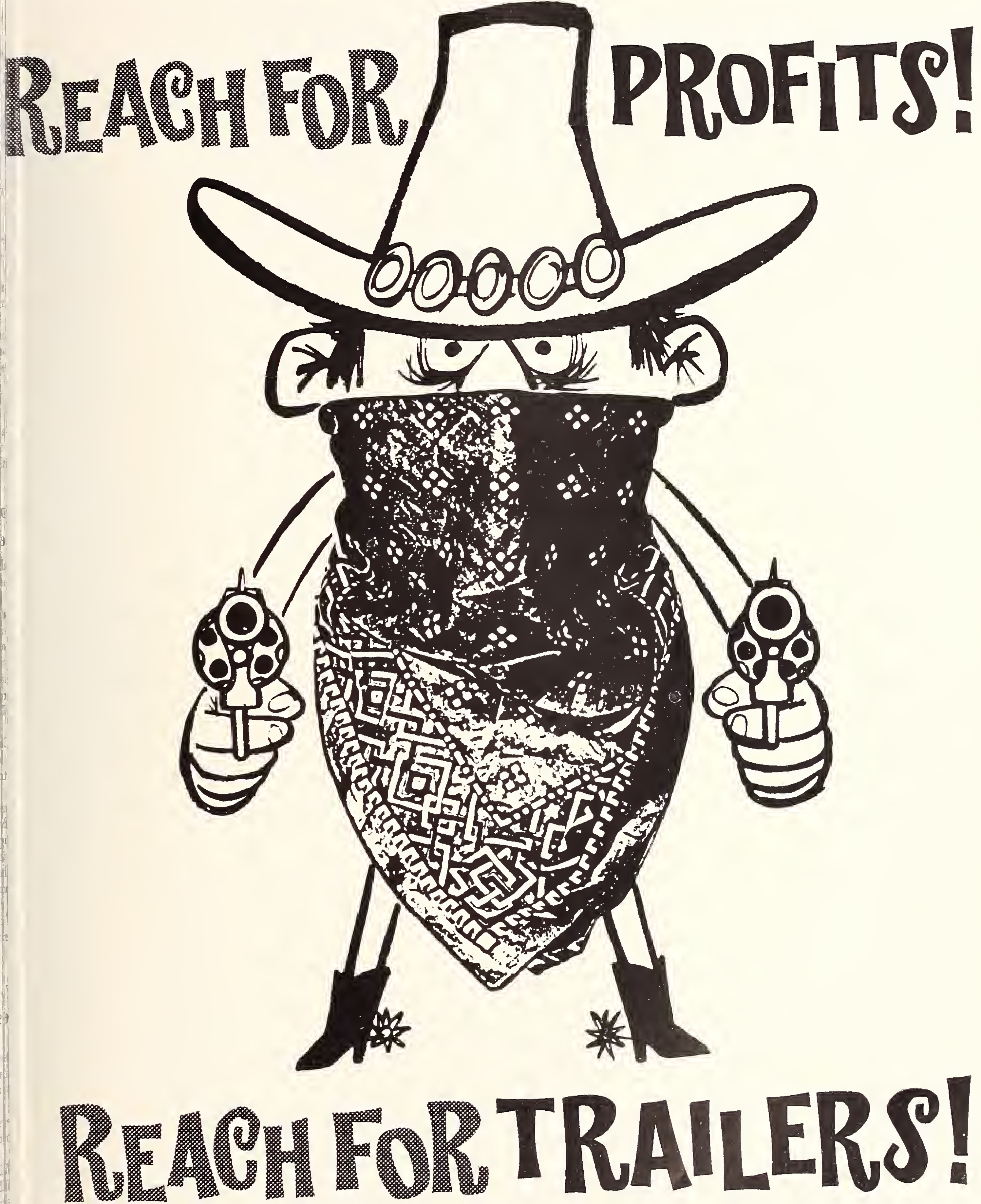
Services for Kelley.
Interstate Executive

Special to THE DAILY

DALLAS, May 9.—Funeral s
for Robert B. Kelley, Interstate
tres' advertising and publicity
tive, were held here today
Oneal Funeral Home with Re
Edgar officiating. Burial follo
Restland Memorial Park.

Kelley died Friday in a Dall
pital after a long illness. Pall
were Pat Hudgins, Francis Ba
art Adams, Joe Jackson, Vean
and W. B. Carson. Honorary p
ers were executives of Interst

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop


REACH FOR PROFITS!
REACH FOR TRAILERS!
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

PEOPLE

Jack Hattam, independent theatre owner, also buyer and booker for the Interboro Circuit here and a director of the Independent Theatre Owners Association, has been awarded a plaque by the ITOA in recognition of his dedication to motion pictures over the past four decades. Presentation was made by **Max A. Cohen,** chairman of the board of the association.

□

Charles E. McCarthy, executive secretary of the Council of Motion Picture Organizations, has five of his oil paintings included in an exhibition being held all this week at the Art Students League here.

□

Helen Carney, who has served the M-G-M branch in Minneapolis for more than 39 years, has retired. On Friday she was guest of honor at a farewell supper at the Angelsey Cafe and recipient of a gift from her co-workers.

□

Louis Sharp, owner of Sharp's Service Station, Cleveland, opposite the Film Building, has moved to 6519 Carnegie Ave. there, where he is now operating Sharp's Ohio Disposal Service.

Sue Memphis Censors

(*Continued from page* 1)

hibition of the film is unlawful and is a violation of the Constitutional rights of free speech. The suit charges that due process of law was not observed by the board because it held no hearings on the film.

Mrs. Judson McKellar, chairman of the censor board, said the film was not banned. "I saw the film Feb. 10 and thought it was obscene and racially objectionable," Mrs. McKellar said. "But it has not been officially banned. To ban a picture, a majority (three of the five) members of the board must vote to ban it."

Only one other censor, Fred M. Morton, saw the film. He was completely opposed to the picture being shown in Memphis.

However, the Federal Court suit charges that the movie was booked to open March 30 at Warner Theatre and was not shown after the censor board banned it.

Film Producers Will Hear Senator Javits

Sen. Jacob K. Javits of New York will be the guest of honor at the third annual industry dinner of the Film Producers Association, it was announced by president Lee Blair. The dinner has been set for Monday, June 13, at the Plaza Hotel here.

Over 200 motion picture producers, their representatives and guests are expected to attend. Representing the non-theatrical film industry centered in the East, FPA produces the bulk of the nation's industrial films and television commercials.

ACE Anti-Pay-TV Fund OK'd

(*Continued from page* 1)

ized exchange area committees for passage of the two Harris bills which would place cable-TV under Federal Communications Commission regulations, as is broadcast toll-TV. Harling disclosed on the West Coast last week that this would be undertaken by exhibitors through organized grass-roots campaigns for appeals to Congressmen to support the Harris bills.

The TOA bulletin also reports that questioning of exhibitors leaders from many parts of the country who were in New York for the ACE meeting last week revealed that all were of the opinion that "the public does not want pay-TV because it would force them to pay for entertainment they now get free, and that if this public sentiment is manifest, Congress will pass the Harris bills."

The exhibitors also were agreed, the bulletin reports, that "if pay-TV ever became a nationwide media, it would kill the motion picture theatre industry."

Despite what the bulletin describes as "the recent toll-TV threats and the great dangers inherent in the post-'48" backlog sale possibilities), the product shortage continues as the exhibitor's "No. 1 problem." The TOA organ says it is unlikely that 1960 releases will equal "the meager, record low of 224 last year." It notes that through July, 1960, the 10 larger companies will release 138 pictures, nine less than were released by the same companies in the first seven months of 1959.

Of the 138, the bulletin notes, 35—or 25 per cent—"are of foreign origin and therefore of questionable box office value for the average commercial theatre."

Looks to End of Year

Projecting its release schedule information to the end of the year, TOA reports the 10 companies have 198 releases listed, plus 14 more that United Artists has announced for 1960 but for which it has not yet set release dates, making a total of 212. Of that total, 35 are of foreign origin.

SAG and SEG

(*Continued from page* 1)

executive secretary, H. O'Neil Shanks, SEG executive secretary, said that "considerable confusion" has developed among membership of both guilds with respect to the intent and effect of certain provisions in the new contract between SAG and the Association of Motion Picture Producers. These provisions relate to restrictions on employment of extra players hired as such for "script stunts" and "script lines." The meeting between the two guild committees will seek to clarify the "confusion," Shanks said.

In the same newsletter it is reported that the annual membership of SEG will be held on Friday, June 3, in the Academy Award Theatre. Subjects to be discussed include contract negotiations, retroactivity, pension and health-welfare plans, and the new SAG contract as it affects extra players.

Official results of the recent SEG annual election are also published.

Schine Refurbishing

CLEVELAND, May 9.—The Schine circuit is continuing its policy of closing groups of theatres temporarily for general overhauling while the managers vacation. Refurbishing now is in progress on the Palace, Ashland; Holland, Bellefontaine, and the Vernon, Mt. Vernon. On May 13 the circuit will start overhauling the Van Wert in Van Wert and the Bucyrus in Bucyrus.

Projector Presented

DENVER, May 9. — The Holy Ghost Youth Center here has been presented a Bell & Howell film projector by the local chapter, Women of the Motion Picture Industry. The youth center is one of the charity projects sponsored by WOMPI.

Stratford Festival

(*Continued from page* 1)

ternational scope will be presented on a festival basis in the New England area, the festival has been designed to furnish a showcase for outstanding imported and American films. Seven pictures, each to be shown one evening during the seven-day period, will receive a special festival citation in recognition of participation.

Pickus and Chevron announced it is their belief that in subsequent years the Stratford Festival can be built up to receive recognition by the International Federation of Film Producers Association to operate as a competitive international festival. They said screenings are now being conducted on new product offered by more than a dozen distributors specializing in imported pictures, for consideration for use in the festival. Most of the pictures shown will have their American premiere at the festival.

Connecticut state and local officials, plus international film dignitaries will take part in the opening night's program and during the run of the festival, Pickus said. There will be one evening showing only, with attendance limited to the theatre's 750 seating capacity.

'Psycho' To Premiere at Two Theatres June 16

Alfred Hitchcock's "Psycho," a Paramount release starring Anthony Perkins, Vera Miles, John Gavin and Janet Leigh, will open in a special premiere engagement Thursday, June 16, at the DeMille and Baronet Theatres here.

Announcement was made jointly by George Weltner, Paramount vice-president in charge of world sales, and Walter Reade, Jr., president of Walter Reade Theatres.

Columbus Theatres Show 'Family' Films

Special to THE DAILY

COLUMBUS, O., May 9. — S
Columbus neighborhood theatre
attracting increased business via
day matinees of films recomm
for the whole family by the Inte
Committee for Better Entertai
in Columbus.

Lists of recommended film
printed in the "Columbus Dis
and the "Columbus Citizen-Jou
Adult films are offered on S
evening programs.

28-Day Nor

(*Continued from page* 1)

cities, in declining size of popu
were listed by TOA as follows:

Los Angeles—closed-in theatr
days after 1st run closing an
laying sub-runs, 7 days after 1
closing. **Boston**—until recentl
were 21 days after completion
Paramount has just granted foll
for picture playing first-run
two weeks, sub-runs follow 21
later; picture plays 3-4 week
runs 14 days later; picture pla
more weeks, sub-runs 7 days
San Francisco-Oakland, Calif. 2
after first run closing; **Milwau**
Warners, 21 days, all others 28
Providence, R.I.—Paramount, U
days and all others 28 days; **S**
Wash.—28 days after first-run op

San Diego, Calif.—7 to 14
after 1st run closing; **St. Loui**
14 days, all others 28 days; **Wa**
ton, D.C. — 21 days; **Minneap**
Paul, Minn.—some 14 days, m
days; **Portland, Ore.**—28 days af
run opening; **New Orleans**—28
Atlanta — 28-30 days; **Denver** —
mount 21 days after completion
run; Fox, 34 days after complet
1st run; Columbia, Universal,
Vista, UA, Warners, 28 days
completion of 1st run; MGM, 2
after second week of 1st run:

Kansas City, Mo.—28 days
walls, 35 days for drive-ins,
UA which has just set 21 da
both types of theatres; **Miami**
21 days; most 28 days; **Sprin**
Mass.—21 days after completi
first run; **Holyoke, Mass.**—14 da
opening day of Springfield,
Omaha, Neb.—28 days; **Phoenix**
—7 days after 1st run closing;
lotte, N.C.—28 days.

'Pay or Die' Kit

Allied Artists is preparing a
campaign kit for exhibitors on "
Die" geared for all types of b
situations. The material will i
special newspaper and magazi
special stories and photo layo
well as extra accessories.

'Pollyanna' Date Se

Walt Disney's "Polyanna" wil
its world premiere at Radio City
Hall on Thursday, May 19.

st of Pay-TV

Continued from page 1)

radio rights to the fight and
values the "package" at $250,-
hich includes cost of the air
announcers' fees and other
in addition to the undis-
sum paid TelePrompTer for
its. ABC radio obtained the last
ghts for $100,000.
leal for the theatrical motion
s of the fight has been set yet,
PrompTer spokesman said yes-
"due to very active competi-
Jnited Artists had the theatri-
rights to the last two heavy-
championship fights. The
nan said he expected a deal to
ed this week.
rst report on the number of
s which have signed up to take
it on closed circuit TV also is
d to be made in the next
ys.

n Promises 'No Conflict'

g B. Kahn, chairman and pres-
f TelePrompTer, said the pay-
t over the company's commu-
ntenna systems, and possibly
which might be interested in
deals, would not be permitted
lict with closed circuit theatre
the fight. It was conceded that
ld be difficult to assess indivi-
ommunity antenna subscribers
rate fee for tuning in the fight,
here is insufficient time to in-
eters or other billing devices,
it were practical to do so.
ever, TelePrompTer indicated
ld probably offer the fight on
n community antenna systems
ily for the value of the infor-
and experience to be gained,
ould ask other interested com-
antenna system operators to
fee in order to carry the fight
t and collect from subscribers
individual operators saw fit.

burgh Exhibitors

(Continued from page 1)

of Compo, said, "The plan has
one many tests in the Milwau-
hange area during the past year
has proved most successful.
is now bringing it to the at-
of exhibitors in other areas.
ically," said McCarthy, "the
s an area-saturation campaign
many new and impressive mer-
sing aspects that benefit all
of exhibitors, from the important
n to the last showing in a ter-

Marcus Will Attend

ng those who will attend the
s are Marcus, who is president
M Theatres in Wisconsin; James
general sales manager, United
; Charles Simonelli, executive
nt to president Milton R. Rack-
niversal-International; Robert S.
on, director of advertising, pub-
and exploitation, Columbia Pic-
Harry B. Hendel, president,
A of Western Pennsylvania;
Moss and McCarthy, from
, and executives of circuit and
ndent theatres in the Pittsburgh

Television Today

Gold Medal To Host Academy on May 17

The Gold Medal Studios will host members of the Academy of Television Arts and Sciences at the studios in the Bronx, on Tuesday, May 17 at 8 P.M. Borough Pres. James J. Lyons of the Bronx will be guest of honor and will join in the tour of the studio facilities to be conducted bv Martin H. Poll, president of Gold Medal.

A feature of the evening will be a special forum discussion on the subject "Easterns—New York's Own Film Image," a discussion of television and feature film production in New York with Poll as chairman. Taking part in the panel discussion will be George Justin, independent producer; Stuart Rosenberg, television director; Angie Ross, TV film director; Burgie Contner, television cameraman; Richard Sylbert, art director; and John Frankaville, chairman of the East Coast Film Council of IATSE.

Costa Rica Station Starts Broadcasting

Televisora de Costa Rica, the first television station in Costa Rica and a member of the Central American Television Network, has begun broadcasting on Channel 7; it was announced bv Rene Picado and Carlos M. Reves, of Televisora de Costa Rica, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

AB-PT holds a minority interest in the station, located in San Jose, capital of Costa Rica. Concurrent with the opening in San Jose, directors of the Central American Television Network held their first board meeting.

Goldenson Present

Representatives of AB-PT attending the station opening and the director's meeting were Goldenson, Simon B. Siegel, financial vice president of AB-PT; Donald W. Coyle, vice-president in charge of the American Broadcasting Company International Division; Frank Marx, ABC vice president in charge of engineering and William Klein, AB-PT attorney.

'Brigham' World Bow To Open NBC Opera

The world premiere of a new American opera—"Brigham Young" by Leonard Kastle—will open the 12th season of the NBC Opera Company in November, it was announced by producer Samuel Chotzinoff. Other operas to be presented in the 1960-61 season on the NBC-TV Network will include "Boris Godunov" by Moussorgsky, "The Love of Three Kings" by Montemezzi and "Amahl and the Night Visitors" by Menotti.

Animated Cartoons Promote WABC Shows

WABC-TV Channel 7, flagship station of the American Broadcasting Company's television network, is introducing a series of fully-animated cartoon promotion spots, the first to be used by any station in New York, to promote its programs. In conjunction with Modern Broadcasting, Inc., WABC-TV prepared 19 animated film spots of lengths ranging from 20 seconds to two seconds to promote romance, comedy, entertainment, drama, westerns, children shows, mystery and sports programs. One is specially devised for the attention of housewives and other urges late-night television viewers to tone down set volume.

Use of Foreign Sound For Films Prevented

International agreements among unions of musicians "have thwarted another attempt to extend usage of cutrate, foreign-made sound track in American industrial and documentary films," Herman Kenin, president of the American Federation of Musicians, AFL-CIO declared here yesterday.

"Most recent foray in this direction," Kenin said, "were letters of inquiry sent to foreign unions of musicians by the Johnsen Film Service Company of Arcata, California, seeking contacts with a 'low cost labor force' to score original musical compositions."

Cites European Pledge

Kenin said the Johnsen Company was told by the European musicians union headquarters in Zurich, Switzerland, that agreements between unions of musicians in 23 countries bind each "not to score any films which were not made in their country." Copies of the correspondence were forwarded from Zurich to AFM international headquarters in New York.

For some months AFM has been promoting a nationwide protest against the use of foreign-made recordings on American TV shows that are filmed in Hollywood for American viewing but dubbed in foreign sound without labeling it as such.

Heiss Leaving S.G.

Danny Heiss has resigned as chief film editor for Screen Gems, a post he held for the past eight years. Prior to that he was film editor for Columbia Pictures, parent company of Screen Gems, for many years. His resignation was effective last week, and he will shortly announce new plans.

65 Broadcasters Will Attend NAB Seminar

From THE DAILY Bureau

WASHINGTON, May 9. — Sixty-five leading broadcasters have been selected to attend the National Association of Broadcasters' Executive Development Seminar at the Harvard Graduate School of Business Administration, July 10-22, it was announced by Charles H. Tower, NAB manager of broadcast personnel and economics.

The broadcasters, from 29 states, were selected from among station or network applicants occupying positions of president, executive vice-president, general manager, station manager or positions of equivalent responsibility. Not more than one application was accepted from any station nor more than two from any group ownership organization.

Those selected will spend an intensive two weeks at Harvard developing skills used in the analysis and solution of management problems. The instruction technique will be the case method, which has been pioneered by the Harvard Business School and serves as the basis of all its educational activity.

Subject matter will include: analysis of the executive function; formulation and execution of competitive strategy; organization and delegation of work; planning, budgeting and controlling costs; management of human resources, and review and appraisal of management performance.

Dr. J. Sterling Livingston, Harvard professor of Business Administration, is academic director of the course. The administrative director is William P. Gormbley, Jr., assistant dean in charge of the advanced management program at the Harvard school.

NTA 'Special Six' in Over 60 Markets Now

"Special Six," six new feature-films recently placed in television distribution by National Telefilm Associates, Inc., have been sold in 66 U.S. markets, it was announced by Harold Goldman, executive vice-president of the company. NTA is a subsidiary of National Theatres & Television.

The six full-length-features are "Little Women," "Prisoner of Zenda," "Bambuti," "Gulliver's Travels," "Adventures of Tom Sawyer," and "Hoppity Goes To Town." The latter three are in color. None has ever before been released for television.

Among the markets in which the "Special Six" has been sold are San Francisco, Phoenix, New Haven, Miami, Chicago, Indianapolis, New Orleans, Boston, Minneapolis, St. Louis, Syracuse, Albuquerque, Honolulu and several Northwest points.

DeMille Collection Passing To Industry Museum Today

From THE DAILY Bureau

HOLLYWOOD, May 9. – Cecil B. DeMille's collection of memorabilia will be turned over tomorrow morning to the Hollywood Motion Picture and Television Museum in a presentation ceremony at the late producer-director's home.

Presentation of rare material, including films, scripts, cameras, equipment and stills, will be made by Cecilia DeMille Harper, DeMille's daughter, to Sol Lesser, chairman of the museum committee.

WGA Calling Members To Discuss Pact Offer

From THE DAILY Bureau

HOLLYWOOD, May 9. – Following a more than three-hour meeting today with major studio negotiators, the Writers Guild of America, West, announced it is calling a meeting of the WGA screen branch membership Monday night at the Screen Directors Guild Theatre, to present a package proposal made to the screen negotiating committee by the major studios. While not recommending the package in its entirety, the committee is seeking the guidance of WGA's membership on the issues involved.

Meanwhile, the Association of Motion Picture Producers and the Alliance of Television Film Producers are continuing their negotiation meetings with the directors at the AMPP headquarters, and have a bargaining session scheduled for tomorrow morning with SAG representatives for TV film actors.

Applications for Ital. Competition Accepted

The Ente Gran Premio Bergamo in collaboration with the Instituto International del Film sull'Arte and the Federazione Internazionale del Film d'Arte announced the third international competition for films of any type, open to all Italian and foreign producers.

Applications must be made on a blank sheet that can be requested at the Direzione del Gran Premio Bergamo—Rotonda dei Mille 1, Bergamo, and sent to the same address before June 20, 1960.

Further information will be supplied by the Italian Cultural Institute here.

On Defense Tour

CAMP LEJEUNE, N.C., May 9.—Jack M. Warner, president of Jack Warner Productions, Inc., Los Angeles, was a guest of the Department of Defense on a nation-wide tour which ended last week with a visit to the 2nd Marine Division at Camp Lejeune, N. C. Warner was a member of the 64-man group which visited defense installations as part of the 30th Joint Civilian Orientation Conference.

Col. Trailers

(*Continued from page 1*)

lumbia vice-president and general sales manager, told a group of his field sales executives here today. "Stars" is slated for release in early Fall.

Speaking to division and branch managers from the Southern and Southwestern states at the second of three regional sales meetings being held this month, Jackter said the following factors will aid exhibition when the new policy goes into effect Sept. 1.

1. Salesmen will be able to sell trailers to exhibitors at the same time that they sell the company's feature product.

Branch Offices Available

2. Exhibitors will be able to call directly on the company's 30 branch offices around the country to insure prompt and efficient service.

Jackter told the sales executives that the new policy would mean greater responsibility for the sales department as a whole and for the individual salesmen. He pointed out that the trailers must receive the same individual care and attention as the feature films themselves.

The Columbia general sales manager told the division and branch managers gathered at the Hotel Roosevelt here that initial exhibitor response to the new policy has been extremely favorable. "Now, I want our entire sales force to go out and prove to the nation's theatremen that their faith in our operation is justified," he stated.

Firm Pledge on Accessories

"With the responsibility of preparing and handling trailers and advertising accessories resting solely within the Columbia organization, we can guarantee that these vital merchandising tools will be serviced to theatres in time for them to do the most good. In addition, I am certain that exhibitors in non-bidding situations will find our annual service plan practical and economical."

During the day, the home office and field sales executives viewed a work print of "Strangers When We Meet," a Bryna-Quine Production starring Kirk Douglas, Kim Novak, Ernie Kovacs and Barbara Rush.

Ahrens Heads Film Editors Local Here

Fred Ahrens has been elected president of the Motion Picture Film Editors, Local 771 of IATSE here, for the years 1960-62.

Other new officers include vice-president, Michael Prusch; secretary, Jean Steinberg; treasurer, E. Harlan Whitehead; business agent, John Oxton; sergeant-at-arms, Fred Edwards and Edward Wyant, Jr.

On the board of trustees are James Molini, chairman, and Frank Madden and Harold Silver. On the executive board are Ahrens, chairman; Prusch, Steinberg, Whitehead, Molini, Madden, Silver, Julian Bergman, Harold Bernard, Edwards and Wyant.

S. Africa Drive-Ins Will Be Equipped for 70mm

From THE DAILY Bureau

LONDON, May 6 (By Air Mail).—A re-orientation in the South African film distribution pattern is envisaged by Pieter du Plessis, managing director of Film Import Ko-Operatief.

Du Plessis was speaking at a press conference here following the announcement of an agreement between Film Import and Warwick Films for the South African exhibition rights in the 70mm version of Warwick's "Trials of Oscar Wilde"—the first British picture made in Technirama. Similar rights in Warwick's forthcoming million-pound production "The Long Ships"—but in all screen shapes —were also granted to Film Import.

Plessis said Film Import is equipping ten of the 28 drive-ins associated with the organisation for 70mm and expressed the hope that this experiment will lead to the unsnarling of South Africa's current distribution pattern. He also revealed that he had initiated talks between Warwick and Film Import on distribution worldwide of South African-made pictures; and a plan for co-production between Warwick and South African production interests.

With co-director and technical adviser William H. Norris, du Plessis has left here for Paris and Milan to acquire rights to Continental 70mm product.

'Circus' in 55 Dates In Southern California

From THE DAILY Bureau

HOLLYWOOD, May 9. – AIP's "Circus of Horrors" will have a saturation opening in Southern California starting Wednesday in 55 theatres. The engagements will be backed by an extensive television, radio and newspaper campaign, with Erika Remberg, star of the picture, appearing on the Al Jarvis ABC-TV show, "Let's Dance" and other TV and radio programs.

"Circus" will also open Wednesday at the Warner, Milwaukee, and on Thursday at the Paramount, San Francisco. Simultaneous openings are set for June in Atlanta, Cleveland, Dallas, Indianapolis, Memphis, New Orleans, Oklahoma City, Seattle, and Salt Lake City.

Leon Roth Coming East

HOLLYWOOD, May 9. – Leon Roth, vice-president of the Mirisch Company, will leave here tomorrow for New York with the first print of "The Apartment," Billy Wilder production for United Artists release, to conduct special screenings of the Jack Lemmon-Shirley MacLaine-Fred MacMurray co-starring film.

While in Manhattan, Roth also will confer with UA's top-echelon executives regarding fall distribution of recently completed Mirisch-Alpha production, "The Magnificent Seven."

"The Apartment" goes into release next month.

REVIEW:

Platinum High Scho

Zugsmith—M-G-M

Mickey Rooney, cast "off-
a father whose teenage son
death at a devious military
for children of broken hor
ceives first-rate support from
low performers and a br
screenplay in Albert Zugsmit
tinum High School." Its title
is misleading, for what rock
music and sexual precocity
sent in the film are overshad
the nature of the story.

From the beginning Roo
possessed character. He m
way from the California coast
Island, off-limits site of the
boys' academy in the country
of each "student" are sku
$15,000 a year at Dan Dury
treat," because no other scho
dare enroll such misfits. Th
are, almost to a one, tough
bullies. Rooney's late son
roommate, Warren Berling
the only decent youngsters
island, but Rooney, Jr. was ki
ing faternity hazing and
has become the frightened
boy of the school.

Any intruder is resented
Island but Rooney all the
asks too many questions, re
his son's mysterious death,
comfort of Duryea, Terr
(Duryea's girl friend), and i
Richard Jaeckel and C
Dark, who also are implicate
escapes "accidental" death
of times as he tries to grind
out of Elisha Cook, Jr. who
island's hash house and is
moderately civil.

After Berlinger takes anot
ing from "The Three Be
dents Jimmy Boyd, Conwa
and Harold Lloyd, Jr.—he tel
the truth about his roommat
Thereafter Rooney clobber
and Dark in a showdown fig
volves rifle butts, knives an
furniture.

Duryea's one main chan
school motor launch with
tries to destroy Rooney's
after Miss Moore deceives
man into putting out to sea.
tice prevails—Miss Moore be
victim of a prowling shark
yea's boat burns and sinks.
placated now, Rooney tell
phaned Berlinger he will
boy, and off they go togeth
mainland.

"Patinum High School" su
exploits a half-dozen young
ers and especially "The Thre
Yvette Mimieux, a striking
old blonde newcomer feat
week on the cover of *Life*
provides something extra for
as she appears in one long s
skimpy bathing suit. Howar
story was adapted by Rob
directed by Charles Haas
duced by Red Doff.
Running time, 93 minutes.
May.

SAUL

All News hat lews

MOTION PICTURE DAILY

Concise and to the Point

NO. 91 NEW YORK, U.S.A., WEDNESDAY, MAY 11, 1960 TEN CENTS

nual Meet

to Seek rease in nmon Stock

in, Krim Optimistic ort to Stockholders

Artists intends to seek ap- t the annual stockholders his year of an increase in the l number of shares of com- to provide sufficient shares nversion of Class B common issuance of shares in con- ith its restricted stock option to provide flexibility for fu- ital requirements and other purposes.

olders are advised of this ual report issued here yester- h contains an optimistic out- the future in a letter signed rt S. Benjamin, chairman of

ontinued on page 5)

man Joins MGM; l Sales Analyst

Max Fellerman

ellerman has joined the staff - Goldwyn - Mayer, Inc., as les analyst, it was announced Byrne, esident general anager. n will lly tour s 31 in his acity. r vice- and anager t Films, n has en in of op- for the Astor and Victoria in New York. He was pre- associated with ABC-Para- nd prior to that was with RKO

man assumes his new affilia- ediately.

ISION TODAY—page 4

Levine Still Sold on 'Hard-Sell'; Ups Second 'Hercules' Budget 20 Per Cent

With an advertising-promotion budget of $1,250,000 to $1,400,000 set for his "Hercules Unchained" in June, Joseph E. Levine, Embassy Pictures president, will have spent nearly $5,000,000 in advertising four pictures by the end of the year, Levine recounted at a trade press conference in his New York office yesterday.

Joseph E. Levine

Levine's campaign on his first "Hercules" last summer was budgeted at $1,100,000; the "Jack the Ripper" campaign, $1,000,000, and following "Hercules Unchained" he will spend a comparable amount on the campaign for his fourth picture, to be titled either "The Law" or "Where the Hot Wind Blows." The latter is a French picture starring Gina Lollobrigida and Yves Montand,

(Continued on page 5)

Telemeter Asks About Fight TV for Etobicoke

International Telemeter has made an inquiry of TelePrompTer concerning the availability of the telecast of the June 20 Ingemar Johansson-Floyd Patterson heavyweight championship fight for the Telemeter pay-TV operation in Etobicoke, Ont., Toronto suburb, on June 20, Irving B. Kahn, chairman and president of Tele-

(Continued on page 4)

See Industry's Museum Fast Nearing Reality

From THE DAILY Bureau

HOLLYWOOD, May 10. – The proposed $4,000,000 Hollywood Motion Picture and Television Museum, which will occupy four and one-half acres opposite the Hollywood Bowl, is making rapid strides toward reality.

Important artifax, such as the Cecil

(Continued on page 4)

Panama, Frank Expand In Independent Field

From THE DAILY Bureau

HOLLYWOOD, May 10. – Norman Panama and Melvin Frank, today disclosed their termination of an eight-year association with Paramount, and announced they will expand their ac-

(Continued on page 5)

Para.'s First Quarter Net Hurt By Strike

The 33-day Screen Actors Guild strike cut slightly into Paramount Pictures' first quarter profit, Barney Balaban, president, told the *Wall Street Journal* in an interview.

In addition, Balaban said Paramount "had no real, solid clicks" during the first three months with the result that revenues were below original expectations and operating profit was

(Continued on page 2)

REVIEW:

Crack in the Mirror

20th-Fox—Zanuck CinemaScope

Combining murder and sex with a unique approach and some impressive performances, this Darryl Zanuck production would seem to be headed toward top summer grosses. Photographed in Paris, at the Studios de Boulogne, and directed by Richard Fleisher with balance and timing, it has a superior technical polish. Also it shows Juliette Greco, in a dual role, to have hitherto unrealized potential as a top-flight actress and a woman of remarkable sensuous appeal.

Not only Miss Greco but Orson Welles and Bradford Dillman play dual roles in the story of two similar triangles in widely separated social

(Continued on page 3)

Urges Fight

Did Pay-TV Get Secret O.K.?—Myers

If Not, Why Do Proponents Call It Inevitable?

From THE DAILY Bureau

Abram F. Myers

WASHINGTON, May 10. – Abram F. Myers, Allied States chairman and general counsel, expresses concern over what he believes are indications that some governmental sources have accepted a policy favorable to the eventual clearance of subscription television operations, as a result of which he urges exhibitors to greater efforts to obtain the passage of federal legislation "forbidding the Federal Com-

(Continued on page 2)

Fineshriber Heads TV Activity for MPA, MPEA

The appointment of William H. Fineshriber, Jr. as an executive on television activities for the Motion Picture Association of America and the Motion Picture Export Association was announced yesterday by Eric Johnston, president. Fineshriber will work with the special television ex-

(Continued on page 4)

McCarthy Named Head Of TV Export Ass'n.

John G. McCarthy has been elected president of the Television Program Export Association, which functions to facilitate sales abroad of 11 leading companies in the field of production and distribution of motion picture films and other program material for television.

McCarthy is director of the U.S.

(Continued on page 4)

PERSONAL MENTION

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager, will leave New York tomorrow for Boston.

•

MAURICE SEGAL, United Artists West Coast publicity coordinator, has arrived here from Hollywood.

•

WALTER SELTZER and GEORGE GLASS, executive producers of Pennebaker Productions, returned to New York yesterday from Europe, and have left here for the Coast.

•

E. E. WHITAKER, official of Georgia Theatre Co., Atlanta, has returned to his duties following hospitalization.

•

AL ROOK and MRS. ROOK, of the Film Booking Office, Atlanta, have left there for Florida.

•

SY WEINTRAUB, producer, will return to New York today from London.

•

VINCENTE MINNELLI, director, has arrived in Cannes from here.

'Strangers' World Bow At Criterion Here

Richard Quine's "Strangers When We Meet" will have its world premiere at the Criterion Theatre here. it was announced yesterday by Rube Jackter, Columbia Pictures vice-president and general sales manager. The CinemaScope and Eastman color film will premiere sometime in the early summer after the current run of "Who Was That Lady?"

Immediately after the Criterion world premiere, the picture will open in Washington, D. C., Chicago and San Francisco. Three weeks later, the film will open in 16 other key markets, including Boston, Philadelphia, Los Angeles, Detroit, Pittsburgh, and Cleveland.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Myers' Query

(Continued from page 1)

munications Commission to grant any pay-TV licenses of any kind."

Writing in an organizational bulletin, Myers inquires whether there is "an undercover movement in the government to approve pay-TV that has been revealed to the proponents and withheld from the opponents of that method of televising?"

His question is raised, Myers said, because of the repeated assertions to be heard that "subscription television is on the way and its opponents can do nothing to stop it." This, despite the fact that on the record, the good faith of the F.C.C. is pledged directly, and that of Chairman Harris of the Interstate Commerce Committee "inferentially," that pay-TV will not be licensed for any but experimental purposes until the results of such experiments can be ascertained and permanent regulatory legislation passed, he pointed out.

Questions Informational Procedure

If there has been a change in government policy on pay-TV, Myers asks, "why has it been communicated only to those who are planning to profit by use of the free air waves at the expense of the public?"

The Allied official refers to magazine and newspaper support of pay-TV and asserts that it is dictated by self-interest in seeking the competitive advertising medium of free-TV weakened or destroyed. He adds that the public is better served by free-TV inasmuch as a viewer who is dissatisfied with what he is watching on free-TV needs only to turn the dial to something else.

"But under pay-TV, after having put his coins in the slot, he is committed and if the program does not measure up to its billing, he can't get his money back. Turning to another fee-vee channel will require the deposit of more money," Myers says.

"For this reason," he adds, "the public should be made to realize that pay-TV in reality is pay-in-advance-TV, with no money-back guarantee."

Sees Public Uninformed

He asserts too that "In order to realize an adequate return on elaborate and costly programs, they must televise their shows between 7 and 10 in the evening. What sponsor will pay for a worthy free program if such favorable time is pre-empted by pay-TV? Once the public realizes this, none will be so naive as to suppose that free television, based on advertising, will survive."

Exhibitors and all others whose business "will be gravely affected by pay-TV, should not allow the people, and especially their representatives in the Congress, to be misled by the current propaganda in favor of making the public pay for what it sees and hears on television," Myers says.

"An ideal legislative measure would be one forbidding the FCC to grant any pay-TV licenses of any kind. . . . If Congress, the Congress and whatever Administration is in power are convinced that the public is opposed to this raid on the public domain, that will be enough. Exhibitors, before committing themselves to any bill, should make certain that, if enacted, it will afford the full protection that is needed."

'South' Setting Records In U.K., Other Cities

"South Pacific" in Todd-AO has grossed almost $2,000,000 each at the Dominion Theatre in London and the Gaumont in Manchester, in both of which it is now in its third year, Magna Theatre Corp. announced here yesterday. The film is also setting records throughout the United Kingdom and in other major cities of the other countries, Magna said.

At the Dominion and Gaumont the picture is registering weekly grosses at the present time that are bettter than those of the first weeks of the engagements, according to Magna. It is expected to play indefinitely at both theatres.

Other records being set in Britain are at the Queens Theatre, Newcastle, 80 weeks; Gaumont, Glasgow, 81 weeks; West End, Birmingham, 86 weeks.

"South Pacific is also in its 71st week at the Mayfair Theatre, Sydney, and its 65th week at the Esquire Theatre, Melbourne, Australia. In New Zeaand it is in its 36th week at the State Theatre, Christ Church, and its 32nd week at the Plaza Theatre Auckland, while in Copenhagen, Denmark, it has broken every existing record for that country in a 71-week engagement at the Tre Falke Bid Theatre. In Japan it is now playing its 19th week in Tokyo and its 16th week in Osaka.

Big Magazine Campaign Slated for 'Portrait'

Universal-International has allocated one of the highest advertising budgets in its history for the national magazine advertising campaign on the Ross Hunter production, "Portrait in Black," it was announced yesterday by David A. Lipton, vice-president.

Aimed at capturing all segments of today's audiences, ads have been placed in 21 national magazines having a combined circulation in excess of 35,000,000 and a readership of more than 140,000,000.

Magazines in which ads have been placed include *Life, Look, Redbook, McCall's, Good Housekeeping, Seventeen, Teen, True Confessions, True Story,* and 12 fan publications.

Para. Quart

(Continued from page 1)

"probably" a little less than last $1,318,000.

However, Balaban predic "good" year for Paramount. " new pictures we saw at the stu weeks ago have same public ance they had from our own we should do pretty well 1960," he was quoted as sayin

Paramount's 1960 releases expected to vary much num from the 27 released last year (ing seven reissues and several from outside producers), but celerated production this yea increase the number of rele 1961.

Referring to International meter's Etobicoke, Ont., op Balaban said there are now 2,7 pay-TV installations there, wit subscribers signed up to date mount originally ordered 6,50 meter coin boxes and nearly all in use in Etobicoke by the fal ban said.

Anti-Pay TV, ACE Up at W. Pa. Conve

Special to THE DAILY

PITTSBURGH, May 10.—P Harling, chairman of the Joi mittee Against Pay-TV, will the enlarged national exhibit paign against the new mediu hibitors in this area who att Showman's Showmanship Con of Allied T. O. of Western vania at the Penn Sheraton Hot May 25-26.

Irving Dollinger, a member executive committee of the A Congress of Exhibitors, will new ACE objectives as define organization's recent executiv ing in New York, and Char Carthy, Compo executive dire discuss the activities of that o tion.

To Be Outlined by 5 Offi

As previously announced, t cus regional business-buildin will be described to the tion by James Velde of United Robert Ferguson, Columbia Byrne, M-G-M; Charles Si Universal, and Marcus, Wisco hibitor. It is expected the p be tried out in this area in t future.

Schary U.J.A. Spe

HOLLYWOOD, May 10. Schary will be guest of ho principal speaker at Thursday' eon meeting of United Jewis fare Fund's amusement indust mittee in the Beverly Hills I has been announced by c David A. Lipton.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

Films' Influence
atin Nations' Aims

Special to THE DAILY

LAKE CITY, May 10.—The picture's part in implanting in merican peoples a desire for d living conditions and new was described by Eric , president of the Motion Pic- sociation of America, in ad- a University of Utah audience ight.

ing as the annual Milton Ben- ndation lecturer on the topic eglected Continent," Johnston d the needs and objectives of nerican peoples and America's both suggesting and helping de them.

g the popularity of the Ameri- on picture among Latin Amer- ohnston pointed out that its tration effect" not only creat- ire for American products and nces but for American free- well.

competent authorities have l me," he said, "that there has been no single force greater Hollywood film in spurring itions of the people of Latin to strive for and insist upon a fe for themselves and their . They know it can be attained it has been attained in the States. And they are deter- bring it about in their own well."

tacus' N.E. Bow
oston on Oct. 27

acus" will have its New Eng- emiere at the Astor Theatre, on Oct. 27, when it begins a roadshow engagement. The nt was reached by Max Hoff- neral manager for B. & Q. The- hich operate the Astor; Dan naging director of the theatre; . A. McCarthy, Universal Pic- sistant general sales manager ctor of sales for "Spartacus." Boston booking is the third engagement of "Spartacus" neduled for a fall opening on d-seat, 10 performances week- The world premiere at the Theatre here has been set for nd the Chicago engagement at the McVickers Theatre.

edge' Here May 25

ant Rutledge," John Ford's for Warner Brothers, will New York premiere on lay, May 25, at the RKO Pal- tre.

Crack in the Mirror

(CONTINUED FROM PAGE 1)

strata of Paris. In the first Welles, aging and brutish, arouses the hate of Miss Greco, his slovenly but sensuous mistress, because he stands in the way of her taking a more virile lover, Dillman, a young construction worker. She plans to murder the old man and, when Dillman hesitates, takes the lead in executing the plans. The brutality of the murder and the fact that the body was dismembered with a meat saw and thrown in an excavation, attracts headlines and notoriety.

In another part of Paris Welles, a successful and honored criminal lawyer, has a mild heart attack at a dinner being given him by his friends. Miss Greco, his young and beautiful mistress, takes advantage of his illness to see her lover, Dillman, a young and brilliant lawyer restive in his position as underling aid to Welles.

The svelte and high fashion Miss Greco is as nymphomaniacal in her pursuit of the young lawyer as is the slattern Miss Greco in her seduction of the construction worker.

Dillman, the lawyer, is named by the court to defend Miss Greco, the murderess, and an associate of his, William Lucas, is named to defend Dillman, the accused murderer. The young lawyer sees it as a chance to make his own reputation. Welles, his chief, is recuperating, with Miss Greco, at Monte Carlo but offers to help in the defense after he has seen the headlines the case is making. Dillman turns down his offer but Welles returns anyway and joins Lucas in the defense of the young laborer.

The murderess' cunning use of an assumed naivete almost wins the case for Dillman, the lawyer, by throwing the entire blame on Dillman, the murderer, until Welles, coldly rejected by his mistress in favor of the now promising young attorney, exposes the accused woman's real viciousness in a scathing denunciation which applies as well to his own Miss Greco who is in the courtroom. The effort costs him his life, leaving Miss Greco twice a murderess.

The ingenious story suffers to some extent because its telling on the screen does not underline sufficiently the parallel circumstances owing to imbalanced performances by the three principals. Welles dominates all the sequences in which he appears, particularly, of course his final dramatic court address, overshadowing the best efforts of the other two.

The dialogue is frank and intimate as, in the bedroom scenes in both stories, is the action.

Running time, 97 minutes. May release.

JAMES D. IVERS

Levin Honored Here By President's Club

Jack H. Levin, president of Certified Reports, who is retiring as head of the Past President's Club of B'nai B'rith, was honored at its tenth annual dinner here last night.

Some 200 chairmen of Metropolitan New York attended. The newly elected president Abe Dickstein of Cinema Lodge, headed a delegation, including past presidents, Saul Rogers, Bert Robbins, Marty Levine, Irving Greenfield, Robert K. Shapiro, S. Arthur Glixon, Arthur Israel and Al Schwalberg.

Presentation of a silver platter to Levin was made by United States Judge Sydney Sugerman. Sharing the honors was newly appointed Federal Judge Charles Metzner.

Skouras to Host 1960 Red Cross Drive Lunch

Spyros Skouras, 20th Century-Fox president, and chairman of the amusements division of the 1960 American Red Cross campaign, will be host at a luncheon at the Metropolitan Club here on May 26 to industry and Red Cross officials for a discussion of campaign plans. Honor guest will be General Gruenther, national president of the Red Cross.

'U' Gets 'Caboose'

"Chartroose Caboose," the new Red-Ball Productions film in PanaVision and Eastman Color starring Molly Bee and Ben Cooper has been acquired for worldwide distribution by Universal Pictures.

To Back 'Strogoff' with $500,000 Ad Campaign

By SAUL OSTROVE

"Michael Strogoff," a $3,000,000 European co-production and the most expensive film ever released by Continental Distributing, Inc., will be backed in its June 15 national release break by a $500,000 all-media advertising campaign. The spectacular, adapted from Jules Verne's novel, will debut nationally May 20 at the DeMille Theatre here.

Plans for exploitation of the Hollywood International Picture were announced at a trade press luncheon here yesterday by William R. O'Hare, director of advertising and publicity for Continental, and Gaston Hakim who produced the film. Carmine Gallone directed the Franco-Italian-Yugoslav co-production.

Half of the sum to be expended on "Strogoff" will be for television spots, the other half for radio and press. O'Hare stressed that the national campaign will be conducted at point-of-sale in each new opening for the CinemaScope and color film starring Curt Jurgens and Genevieve Page.

Made in Five Tongues

"Strogoff" was made in five languages and features players from France, Italy, Germany and Yugoslavia, as well as a part of Marshal Tito's Army.

Hakim, who said he considers professional film critics to be more important than an audience, reported his next co-production will be the five-hour-long "Christopher Columbus," budgeted at $8,000,000 with five countries participating — Spain, France, Germany, Italy and the U.S. This film will begin production next year for release in 1962. Its process will be Kinopanorama, a Russian system similar to Cinerama.

Hakim's plan is to show the film in two segements, allowing the audience to return to the theatre when it pleases, after having seen the first part.

'Gantry' Book Tie-In

United Artists and Dell Publications are launching a national book promotion for Sinclair Lewis' "Elmer Gantry" blanketing some 100,000 book stores, department stores and retail outlets in major markets throughout the country. The drive is timed with the summer release of the Burt Lancaster-Richard Brooks Productions film, starring Burt Lancaster and Jean Simmons.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales
Offices
and
rehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

1355 Conant Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

Quality
photographic materials . . .
backed by more than half
a century of experience

GEVAERT

THE GEVAERT COMPANY
OF AMERICA, INC.

Fineshriber

(*Continued from page* 1)

port committee established by Johnston in the MPEAA on May 1, 1959. This committee was set up to deal with matters relating to the collection and dissemination of information regarding foreign television markets; the initiation of surveys and studies relating to foreign television markets and activities; and the consideration of special problems on foreign television film matters. All members of MPEA are members of the television film export committee.

W. H. Fineshriber

Fineshriber has a background of more than 25 years in radio, television and films, and was an executive with three major networks. He was associated with the National Broadcasting Company as vice-president and general manager of the radio and television networks from 1953 to 1955.

Formerly Teleradio Official

Prior to joining NBC he was executive vice-president and member of the board of directors of the Mutual Broadcasting System, and vice-president and director of General Teleradio, Inc.

His experience in the film side of television includes two years as vice-president of Television Programs of America, where he was in charge of the New York office, handling domestic network and local sales. He then became director of international operations for Screen Gems, the subsidiary of Columbia Pictures. In this capacity he made several round-the-world trips setting up Screen Gems foreign offices and supervising their sales activities in forty foreign countries.

Had Been Consultant

During the past six months Fineshriber has been consultant to the newly formed television program export association.

AMPP, SAG Pact Talk Will Continue Thursday

From THE DAILY Bureau

HOLLYWOOD, May 10. – Negotiators for the Association of Motion Picture Producers and the Screen Actors Guild met today to discuss the demands for television film actors.

The meeting will be continued Thursday, with no statement of progress yet furnished by either side.

musifex co
45 w. 45 st. n.y.c.
music for
feature films
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

DESPITE the gloomy aspects due to the mis-adventure of the U.S. airplane incident, Red Skelton is quite optimistic about the possibility of going to Moscow later this year to film one of his four forthcoming CBSpecials which he plans to make for the 1960-61 season in addition to his regular programs on that net. . . . Joe Lyttle, manager of Comic Frank Fontaine, has discovered a youngster named Martin Walker, who's amply sprinkled with stardust. Lad has a million dollar personality with voice and looks to match. . . . Whoosh! He went thataway-if you're asking about Director Ted Nathanson of NBC-TV. After megging "Dough-Re-Mi" Ted runs across the huge studio (8H) to sub for Van Fox on "Concentration." All this in addition to his regular Friday Nite "Jackpot Bowling" chores and several other sports events are "what makes Teddy Run!" . . . Former Ork Pilot of the airwaves, Irwin Rose has become Owner-Host of one of the most beautiful restaurants in the world, the Locke Ledge Inn, located on a one thousand acre estate at Yorktown Heights, N.Y. and frequented by luminaries of the theatre. Together with a group of fellow newshawks we drove there last week and not only were treated to the finest steak we've ever annihilated, but gasped in amazement at the surrounding scenic beauty. In fact this was the very site which was used by vacationing Presidents Woodrow Wilson, Franklin D. Roosevelt and visiting foreign dignitaries. (A rose, Irwin Rose, that is, by any other name, is Locke Ledge Inn.) . . .

☆ ☆ ☆

The All-American Family Search, conducted by the Book of Knowledge and headed by Mrs. Paul Nosal of the N.Y. State Federation of Womens Clubs has named the Bill Wendell Family as the year's All-American N.Y. State Family. Bill, who lives with his wife and five children in Yonkers (Ah there Mayor Kris Kristensen) has been featured on many NBC-TV programs and is currently seen as Host of the daily "Adventure Time" series. . . . That duet by Dinah Shore and guest Andy Williams Sunday was easily one of the highlights of the year. . . . Jack Singer has been upped to N.Y. Coordinator for ABC's International Division by Veep Donald W. Coyle. Singer was formerly a reporter on several theatrical trade journals. . . . Six additional hour-long "Zorro" adventure telefilms, to be programmed as part of the "Walt Disney Presents" series TVia ABC, went before the cameras at the Disney Studios in Burbank today. Guy Williams continues as the star with Wm. Whitney, directing. . . . The NBCrime doesn't pay series, "The Lawless Years," based on the adventuresome life of retired N.Y. sleuth Barney Ruditsky and starring James Gregory, will return in the Fall and will be sponsored by Alberto-Culver Co. Thursdays, 10:30-11 P.M.

Telemeter

(*Continued from page* 1)

PrompTer confirmed yesterday. He said no commitment has been made and the proposal will have to be considered from a variety of angles because of aspects with which his company is unfamiliar.

Kahn had revealed previously that pay-TV tests of the telecast of the fight will be made by TelePrompTer over community antenna systems of its own in Wyoming and New Mexico, and possibly elsewhere.

Bout Shown in Baseball Park

Exhibitors in Toronto did not take the closed circuit telecast of the last championship fight, and it was offered in a ball park there instead. Negotiations are in progress with the same park now but no deal has been made yet. Since the Telemeter operation is out of the city, it was indicated that little question of direct competition with the closed circuit telecast to the ball park would be involved.

McCarthy Named

(*Continued from page* 1)

Office of Economic Affairs, holding the rank of minister, in Paris. He is also U.S. Representative to the board of management of the European Monetary Authority, U.S. representative to the Organization for European Economic Cooperation and U.S. representative on the Committee of Economic Advisers to NATO.

His headquarters are at the U.S. Embassy in Paris. He anticipates completing his duties there to take over the TPEA presidency about June 15.

Prior to joining the State Department in 1957, McCarthy was for seven years vice-president of the Motion Picture Export Association and the Motion Picture Association of America.

Ludwig in Chicago

Irving H. Ludwig, president of Buena Vista, is in Chicago today from here to meet with Buena Vista representatives and mid-west exhibitors to set up special invitational screenings of Walt Disney's "Pollyanna."

Anti-Trust Suit Fil
By Lancaster Thea

Stephen Amusement Co., I
erator of the Wehrle Drive-In
Lancaster, N. Y., yesterday
anti-trust action in New York
Court against a number of distr
charging them with conspi
monopolize the first run exhib
motion pictures in Buffalo a
urban areas, and give various
ant exhibitors preferred runs.

The $480,000 suit names, i
tion to major distributors, F
Pictures Corp., Allied Artists
Corp. and Buena Vista Dist
Co., Inc. Area defendants ar
Leonard Corp., New Buffalo
ment Corp., United Artists
Inc., Marcus Loew Booking
Loew's Theatres, American Br
ing-Paramount Theatres, and
Paramount Corp.

Industry Museum

(*Continued from page* 1

B. DeMille collection, was co
today by the late producer-d
daughter, Mrs. Cecilia DeMill
er, in behalf of his estate. In
commitment of items such
original camera used in fil
"The Squaw Man," prints an
of all DeMille's 70 films, pho
albums, costumes, etc., Mrs.
stated that DeMille was alw
terested in the establishmen
Hollywood museum, having
foster one on several occasio

Reference Value Stresse

"Now his scripts and films
used as reference in showing
tion of film industry," she poin

Sol Lesser, chairman of the
Commission, developing the
project on a non-profit basis,
cepting the DeMille's mem
which is being committed on
tion that proper custody be m
museum by May, 1963, report
an industrial survey is current
made to estimate the am
money needed for the project

Lesser said that all compo
ganizations of the motion pict
television industry have uni
full support of the project a
"nowhere else could a museun
caliber be established except
lywood."

Sees Millions of Visito

Lesser said that an estimated
000 of annual 4,500,000 tour
visit the museum, which will
"live" attractions (actual filmi
closed-circuit contact with st

An inaugural meeting of
and press councils will be
the Screen Directors Building
14, at which time museum as
will be named and detailed p
museum will be made.

HUGO A. CASOLARO MART
C and G film effects
1600 BROADWAY, N.
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTO
• ANIMATION • TITLES
• ART WORK • B&W
A Complete Service for Film Prod

A. Will Seek

Continued from page 1)

rd, and Arthur B. Krim, presi-

ig 1959 a total of 100,000 f Class B common stock were ed into common stock and sold ublic on behalf of certain sell- kholders, the company receiv- e of the proceeds. In addition shares of Class B common stock nverted into common stock to osed of by gift for purposes table contribution, personal es- anning or family trusts.

tures Called for Redemption

six per cent convertible subor- debentures outstanding were for redemption on June 22, nd were converted by the hold- eof into common stock, except entures with a face value of 0, which were redeemed in nce with the indenture.

r the stock option plan of the y 15 officers and employees in ere granted options on 37,000 of common stock at an option $27.91 per share and 15,000 of common stock at an option $29.09 per share. The options te eight years from date of nd 25 per cent of the options are exercisable after one year) per cent after two years from grant. At Jan. 2, 1960, all op- ranted during the year were ding and none were exercisable.

eviously reported gross income 9 was $95,068,285 as compared 4,072,457, an increase of 13.1 nt. Net profits aggregated 004 as compared with $3,701,- 1958, again of 11.1 per cent.

oints to Coming Product

expects to release more "top during the coming year than fore," the company heads de- The year has started "most ously," they point out, with "On ch" and "Solomon and Sheba."

pecial divisions of the company growth in 1959, including the Films division, devoted to the tion of foreign films; UA-TV, launched two network pro- put a third in syndication and integrated with Ziv-UA; and sic and records divisions.

, another affiliated company, distributes theatrical films to luced its bank debt from $22,-) at the end of 1958 to $8,405,- the end of March, 1960.

UAA Figures Cited

unts due the parent company JAA on Jan. 2, 1960, total 336 and include $7,232,387, ing fee; $646,949, loan of cer- residual receipts; and $1,545,- her advances.

ent notes payable by United Corp. total $10,768,960 and are lows: unsecured notes due y through June 25, 1960, in- 5 per cent at year end: $350,- ¼ per cent note due May 23, ecured by cash surrender value of life insurance policies on a former officer: $725,000; 6 per cent notes secured by portion of revenues of certain motion pictures: $2,197,551; other unsecured notes: $160,000; Walter E. Heller & Co.: $2,167,193; unsecured loans from motion picture exhibitor: $2,000,000; and other unsecured notes: $3,169,216. Long-term notes total $180,000.

Accrual for contingent interest in 6 per cent promissory notes given for loans acquired in 1959 was about $63,000. The company borrowed $15,000,000 that year and the notes mature on June 1, 1974.

REVIEW:

Circus of Horrors

AIP

Blood and horror against a background of the big top are not new to horror picture fans but seldom have they been combined in the quantity and with the skill that pervades this British made production for American International. Produced by Julian Wintle and Leslie Parkyn of "Tiger Bay" renown, the picture has to its credit a gallery of European talent of high professional competence and great box office promise.

Principal among these are Anton Diffring as the mad plastic surgeon who turns to murder when his hand-made beauties cool toward him; Erika Remberg as the first and greatest of these who remains with him longest; and Yvonne Monlaur as the girl who ultimately exposes him.

The picture shows its determination to lay on the horror in the very first scene in which an English girl goes insane when she prematurely removes the bandages from a facial operation which medical authorities have forbidden Diffiring to perform. As a result the plastic surgeon flees England with his assistants Jane Hylton and her brother Kenneth Griffith. In France they come upon an impoverished circus. Diffring removes a scar from the face of the owner's daughter and inherits the circus when the owned is clawed to death by a bear.

The show gains fame and prosperity, mostly through its display of beautiful women, made so by Diffring's surgical skill, but it also gains notoriety because of its high accident rate. The accidental deaths, all of beautiful girls, include stabbings, when a knife throwing act fails, clawing by lions when the beasts are not given tranquilizers, and broken necks when rigging unaccountably fails. On the verge of exposure Diffring is clawed by a gorilla, stabbed by Griffith who has turned on him, and finally run over by a car driven by the girl he first drove to insanity.

The circus scenes are breathtaking and authentic, having been filmed in Billy Smart's circus in England, the display of feminine charms is extensive and alluring, and the horror is cumulative as director Sidney Hayers keeps the murders moving, the blood plentiful, and the suspense hair-raising.

The make-up, particularly the scarred faces of the girls whom Diffring re-makes, is extraordinarily realistic, in the tradition of Lon Chaney. Color photography, in Eastman Color, is most effective in the circus scenes.

Exploitation opportunities abound but because of the amount of blood and gore exhibitors should be prepared to exercise some restraint. Running time, 88½ minutes. May release.

J. D. I.

Rites for Harry Cluster

BALTIMORE, May 10. – Funeral services were held here today for Harry Cluster, who died Sunday following a stroke. He was former business agent for the Motion Picture Projectionists Union of Maryland, also an officer of Allied Motion Picture Theatre Owners of Maryland. He is survived by his wife and two sons, one of whom, Leonard, is with Durkee Theatres.

Fox to Give 'Terrace' Big Push for Summer

Twentieth Century-Fox will give "From the Terrace" the most extensive key-city saturation engagement of any of its pictures to debut this summer, with special emphasis on resort area theatres.

Plans for the sales policy, which will begin in mid-July, were worked out at a "grass-roots" sales meeting held here yesterday attended by four branch managers brought to the home office to help in the plans.

Chairing the session were C. Glenn Norris, general sales manager, and Martin Moskowitz, assistant general sales manager. They met with Charles Einfeld, vice-president, and his associates and the home office sales staff.

Arriving in New York especially to form the "From the Terrace" cabinet were Peter Myers, Canadian managing director, Reville Kniffin, Denver manager, and Howard Kinser, head of the Indianapolis branch, who joined Abe Dickstein, New York head, for the talks.

Levine's Plans

(*Continued from page* 1)

which Levine expects to release before the end of the year. M-G-M will distribute.

Warner Bros. will distribute "Hercules Unchained," as it did the first "Hercules." "Jack the Ripper" is being distributed by Paramount and despite trade reports, Levine said "I won't lose a nickel on it. Paramount is up to $1,000,000 in domestic bookings now and it should do $1,200,000. You can't call that a flop for our 'hard sell' program. How many British pictures gross that over here? You can't name five."

He said Warners has over 3,000 playdates now for "Hercules Unchained," which will kick off with 600 openings on June 29. The campaign on the picture will be started June 10 and there will be slight change in the format, with fewer national magazines and more newspapers being used.

Town Newspapers Scheduled

Levine said *Life* and *Look* will again be prominent in the campaign and "fan" and adventure magazines will, too. But $100,000 cut from the magazine appropriation will be used instead in newspapers in 40 towns.

The television appropriation has been increased to about $300,000; magazines will get about $106,000, of which the "fan" magazines will account for about $25,000. Another $25,000 was spent on the press book, which will be mailed to every theatre manager in the United States well in advance of the picture's opening.

Ed Solomon, in charge of advertising for Embassy, pointed out that all of the promotion material—lobby displays, special trailers and two 24 sheets, in addition to the usual conventional-sized paper, are ready now.

The campaign, in fact, represents a 20 per cent increase over that afforded the first "Hercules."

Levine recounted that 80 per cent of the $5,000,000 grossed by the first "Hercules" was accounted for in the first wave of saturation openings.

The New York opening of the picture probably will be a two-theatre engagement, on Broadway and the East side.

Panama and Frank

(*Continued from page* 1)

tivities in independent production with a flexible operation which would include an overseas setup. The signing of Bob Hope and Lucille Ball to co-star in "The Facts of Life" for United Artists release, which will begin filming at Desilu Studios in June, marks first step in the expansion program for the producing-writing-directing team.

Three original comedies which the pair have slated for filming abroad, and which are being negotiated for release, include "The Road to Hong Kong," which would re-unite Hope and Bing Crosby.

Panama and Frank's last film for Paramount was "Li'l Abner," which they first wrote and produced on Broadway with Paramount backing.

3rd GREAT YEAR

AND STILL GOING STRONG!

DOMINION THEATRE
London
(CURRENT GROSSES EXCEED FIRST WEEKS)

GAUMONT THEATRE
Manchester

GENERAL RELEASE
35 m. m. Bookings
SOON AVAILABLE
THROUGH YOUR
20th CENTURY-FOX
EXCHANGE

RODGERS & HAMMERSTEIN'S

SOUTH PACIFIC

TODD-AO

SHATTERED EVERY EXISTING RECORD FOR
MOTION PICTURE IN THE UNITED KINGDO

THE WESTERN HEMISPHERE SCORED RECORD BREAKING ENGAGEMENTS ALSO!

ONE YEAR OR LONGER... New York City • Vancouver, B. C. • Omaha, Nebraska • Chicago, Illinois • Toronto, Ontario • Milwaukee, Wis

FORTY WEEKS OR LONGER... Cincinnati, Ohio • Cleveland, Ohio • Indianapolis, Ind. • Miami Beach, Fla. • Montreal, Que. • Salt Lake City

AND MANY, MANY OTHER LONG RUN ENGAGEMENTS

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

', NO. 92 NEW YORK, U.S.A., THURSDAY, MAY 12, 1960 TEN CENTS

This Year

use Group on't Study m Decree

Efforts for Allied Insuccessful So Far

rom THE DAILY Bureau

HINGTON, May 11. — Rep. W. Barr (D., Wis.), who has ie contact man in the effort by Allied States' Trueman ch to have a new investigation Administration of the motion industry's anti-trust decree, ap- has met with no success.

Barr has tried to persuade anti-trust committee chairman l Celler (D., N.Y.) that an- investigation of the decree be worthwhile. Celler's com- however, is fully occupied investigation of the shipping . Data concerning the film in- that has been brought to the

(*Continued on page* 4)

a Quarter Earnings rted $1,989,775

olidated net earnings of Decca s, Inc., including results of op- of its subsidiary, Universal s Co., for the three months end- rch 31, 1960, amounted to 775, equal to $1.54 per share 1,285,701 outstanding shares of stock in the hands of the pub-

he corresponding period for Decca reported earnings of 60, equal to 13 cents per share 27,401 outstanding shares of stock.

t Five to Sponsor kers Raceway Night

York Variety Club Tent No. has made a deal with Yonkers ay to sponsor the night of Oct. h proceeds to be used for its ble activities, Harry Brandt, arker, told members at a lunch-

(*Continued on page* 4)

VISION TODAY—page 4

the
key
to
success
is
coming
THRU
UA

Advt.

MPEA Group Named to Discuss IMG Fund

A committee has been named by the board of directors of the Motion Picture Export Assn. to confer with U. S. Information Agency officials in charge of the IMG program in Washington on steps which may be taken to obtain access to the $400,000 allocated to film distribution in Turkey.

On the committee are G. Griffith

(*Continued on page* 4)

Anti-Pay-TV Meeting Set in Connecticut

The campaign to oppose the Zenith-RKO General broadcast pay-TV experiment in Hartford, Conn., will be launched by Connecticut exhibitors next Thursday, May 19, at a luncheon meeting at the Union League Club in New Haven.

The meeting has been called by

(*Continued on page* 4)

Hollywood Musicians Adamant on Re-Use Rights in New Picture Pacts; File NLRB Charge Vs. 'Gantry'

From THE DAILY Bureau

HOLLYWOOD, May 11.—Musicians hired for scoring two independently produced films, Elmer Gantry Productions' "Elmer Gantry," and Batjac's "Alamo," have rejected producers' attempts to have the films scored without making provision for re-use rights.

At a meeting in Local 47 (A. F. of M.) headquarters, the musicians union demanded assurance from the producers that future contracts will include re-use payments to the musicians concerned but were met with refusals by the companies, according to an A. F. of M. spokesman. The musicians then agreed not to sign individual contracts which carry a waiver of re-use payments.

On the basis of the letter sent by Elmer Gantry Prods. to individual musicians requesting signed statements giving all re-use rights to the producer, coupled with threats to "run away" to Europe for scoring, A. F. of M. has filed charges with the National Labor Relations Board against the producer.

Strike Aided

Industry Gains In '60 Surpass 1959: Johnston

Domestic, Foreign Ahead; Outlook Best in 2 Years

Special to THE DAILY

SALT LAKE CITY, May 11.—Substantial gains in both the domestic and foreign markets were made by the motion picture industry in the first quarter of the current year over the corresponding period last year, despite the Hollywood strike and despite the fact that the initial 1959 quarter was a good one, too.

Eric Johnston

This is the report which Eric A. Johnston, president of the Motion Picture Association of America, gave reporters who interviewed him here last night following a day of local speaking engagements. Johnston addressed a Rotary Club luncheon at the

(*Continued on page* 2)

SAG Pact Pattern for Producers' Demands

From THE DAILY Bureau

HOLLYWOOD, May 11.—The Association of Motion Picture Producers has received official notification from the Screen Producers Guild for a request to discuss a pension, health and welfare plan for producers similar to

(*Continued on page* 4)

2-Day UA Sales Meet Opens in Boston Today

Special to THE DAILY

BOSTON, May 11. — James R. Velde, United Artists vice-president in charge of domestic sales, and Milton E. Cohen, UA Eastern and Canadian Division manager, will hold a two-day sales meeting here starting tomorrow. Gene Tunick, Eastern Dis-

(*Continued on page* 4)

PERSONAL MENTION

EUGENE PICKER, Loew's Theatres president, will return here today from a business trip to London, Paris and Cannes.

•

B. B. KAHANE, vice-president of Columbia Pictures, will leave Cedars of Lebanon Hospital, Hollywood, at the weekend and will recuperate at home following surgery.

•

HARRY GOLDSTONE, Astor Pictures general sales manager, will leave New York today for Boston.

•

CARL FLOYD, president of Floyd Theatres, Haines City, Fla., has returned there from Atlanta.

•

BERNIE JACON, national sales representative for Zenith International Film Corp., will leave New York on Monday for Chicago and Detroit.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., has left there on a business trip to Charlotte.

•

ED SVIGALS, vice-president and general sales manager of Trans-Lux Distributing Corp., is in Cleveland from New York.

•

WILLIAM RICHARDSON, president of Capital Releasing Corp., Atlanta, has left there for Southern Georgia.

•

KIM NOVAK has entered Doctors Hospital here for treatment.

•

JACK HARRIS, producer has arrived in New York from the Coast.

•

CHARLTON HESTON will leave Australia today following the premiere of "Ben-Hur." Accompanied by MRS. HESTON, he will fly to London before returning to the States.

•

CHARLES SCHNEE, screen writer, and MRS. SCHNEE will leave Hollywood at the weekend for Europe.

Now It's Skelton Studios

HOLLYWOOD, May 11. – Amco Studios, formerly the Chaplin Studios, has been renamed Skelton Studios. American International Pictures recently announced the sale of its lease and equipment at Amco to Red Skelton, but will retain its AIP national headquarters at the studio.

Johnston Cites 1960 Gains

(*Continued from page 1*)

Hotel Utah, and in the evening delivered the annual Milton Bennion Memorial Foundation lecture at the University of Utah.

The MPAA head said that the Screen Actors Guild strike did not last long enough to cause the industry any permanent harm and that, in fact, it brought about some long overdue economies that would have had to be effected in the long run, in any event.

He said that the outlook for the industry now is considerably brighter than it has been for the past two years.

"Foreign business for U.S. pictures in the past year has been expanded by as much as 12 per cent," he said. "Now 250,000,000 persons pay to see American movies each week outside the U.S."

He added that business has increase seven per cent over the previous year in this country and the average weekly movie theatre attendance is 47,000,000.

Johnston said he does not think American films misrepresent this country abroad. He reported that foreign movie-goers are fond of action films and love our westerns, an item of not inconsiderable interest hereabouts.

He said he is opposed to attempts to classify films for audience ages

Opposes Classification

"Such a law is not enforceable," he maintained. "How are you going to keep people under 18 out of a theatre for a certain picture when you can't tell a person's age?" he asked. "And who is going to classify pictures, and if you do classify them, isn't that censorship?"

He said he believes the responsibility rests with producers, distributors and movie-goers themselves to determine what pictures shall be shown and seen.

'Ruth' to Be Promoted In Religious Magazines

"The Story of Ruth" will be given the largest religious publication promotion campaign in the company's advertising history, Abe Coodman, advertising director, announced yesterday. Surpassing the campaigns used for "The Robe," "A Man Called Peter," and "Come to the Stable," the 16 publication drive has a total circulation of 26,360,908 homes with a total readership of more than 58 million.

"All denominations are represented," said Goodman, "so universal is the appeal of 'Ruth'."

Included in the schedule are *The Christian Herald, The Extension, The Messenger of the Sacred Heart, Our Sunday Visitor, Presbyterian Life, The Sign, Commonweal, Columbia, Brooklyn Tablet, Catholic News, National Jewish Monthly, Hadassah Newsletter, Jewish Forward Roto, Jewish Day-Journal, Aufbau* and *The American Zionist.*

The campaign commences in two weeks as the newspapers and magazines appear on the nation's newsstands and enter the mail on June 2.

Leventhal Re-Elected Allied Md. President

Special to THE DAILY

BALTIMORE, May 11. – Meyer Leventhal has been elected for a second term as head of Allied Motion Picture Theatre Owners of Maryland.

H. Vernon Nolte of Durkee Enterprises and J. Stanley Baker of Hicks-Baker Theatres, is treasurer. Jack Whittle and Mrs. Helen Diering continue as executive secretary and secretary, respectively.

Legion of Decency Condemns 'Property'

The National Legion of Decency announced that it has placed the film, "Private Property," which is being distributed by Citation Films, in its "C" or Condemned classification with the following objection noted:

"The unmitigated concentration upon sexual aberration (seduction) which by design develops the theme of this film is judged to be morally dangerous to any type of audience. Furthermore, the treatment is replete with highly suggestive sequences, dialogue and music."

This picture does not bear a Production Code Seal, the Legion pointed out.

Tours Set for 'Black'

David A. Lipton, Universal-International vice-president, has blueprinted a series of tours for the Ross Hunter Production, "Portrait in Black," that will include most of the stars in the film, plus Hunter and director Michael Gordon. First to hit the road will be Sandra Dee, who is in Chicago, where the picture will have its world premiere at the Roosevelt Theatre on June 23.

The actress will then meet with critics and columnists in Cleveland and New York, where "Portrait in Black" is also set for openings.

'Strogoff' Opens May 20

"Michael Strogoff" will premiere at the DeMille Theatre here on Friday, May 20, it was announced by Irving Wormser, president of Continental Distributing, Inc. In CinemaScope and Eastman Color, it stars Curt Jurgens and Genevieve Page.

Fox Makes Deals with Katzman and Buchman

From THE DAILY Burea

HOLLYWOOD, May 11.

new deals with independent p

have been signed by 20th C

Fox, it is learned.

Sam Katzman has contracte

pictures a year. He was forme

Columbia Pictures where h

such films as "The Miami Sto

"Rock Around the Clock."

The other deal is with Sidne

man, who signed a writer-p

pact for 20th-Fox to release fil

duced by him in Europe. Bu

producer credits include "A

Remember," "Over 21," and

Sings Again," all for Columbi

'Blue Law' Case

In S.C. Supreme C

Special to THE DAILY

SPARTANBURG, S.C., Ma

The State Supreme Court toda

arguments from attorneys repr

film interests here and in C

in a joint appeal from circui

Grenecker's decision that Sun

vies are illegal in South Caro

If the State Tribunal uph

Grenecker ruling, attorneys re

ing a total of 14 firms and ind

who are seeking to have secti

of the South Carolina code

declared unconstitutional (St

torney General Daniel R.

contends Sunday movies fal

that statute and that it is cons

al) have served notice they

peal their case to the Federa

Quick Ruling Believed Un

It is believed unlikely that

preme Court will rule immedi

the so-called "blue laws" c

of the most controversial to c

fore that tribunal in many ye

'Crack' World Pre

At Chicago Tonigh

Special to THE DAILY

CHICAGO, May 11. — D

Zanuck's production of "Crac

Mirror" will open with a gala

tomorrow night at the Woods

here. Highlight of the evening

the guest appearance of one

stars, Bradford Dillman, who

the event and appear on a sp

minute celebrity show "live"

lobby of the theatre over statio

Master of ceremonies for t

show will be Herb Lyon, c

for the *Chicago Tribune,* who

vited the town's nightclub h

of the event. Among the celeb

tending will be Joey Bish

Lewis, Shecky Green, an

others.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

stry Golf Tourney duled for June 16

ninth annual Film Industry
ournament and Outing spon-
Cinema Lodge, B'nai B'rith,
held on Thursday, June 16,
Ryewood Country Club, Rye,
was announced yesterday by
kstein, president of the lodge.
nnouncing the tournament,
n emphasized that once again
be open to members of all
s of the entertainment indus-
vision, radio, legitimate stage
ic, as well as motion pictures,
ion to members and friends
Cinema Lodge. He further
that it is open to persons of
s, since the occasion is de-
o bring them together for a
port and good fellowship un-
i B'rith sponsorship.

golfing will include 18 holes
etition for foursomes. There
awards for the best net and
ores, driving, putting, birdies,
er facilities include the use
wimming pool for golfers and
ers. The day's activities will
xed by a beefsteak dinner.

zes in Several Categories

, as in previous years, will be
for the best performances on
s, but virtually all those at-
will be assured of a door
the banquet which will fol-
daytime festivities.

chairman, co-chairmen and
ng committee will be an-
shortly, Dickstein said.

verall entry fee for the tourna-
$20, which includes the cost
luncheon and steak dinner.
ants who do not golf, will
for luncheon and dinner, and
ho wish to attend only the
vill pay $10. Entries now are
cepted by the Cinema Lodge
29 West 42nd Street, when
nied by check.

l' Set for 150 ration Day Dates

m Goetz' "The Mountain
a Columbia Pictures release,
booked into more than 150
s over the Decoration Day
and will premiere in four key
on May 25.

l open on May 25 in Boston
rpheum Theatre, at the Den-
atre in Denver, the Warner
in Milwaukee, and have a
run opening in Los Angeles.
the Decoration Day weekend,
ountain Road" will open in
market situations around the

Twyman Is Back

ret Twyman, in charge of
ity relations for the Motion
Assn. of America, returned to
rk yesterday after two days
ings with civic groups, radio
spaper interviews and an ad-
the Cooper Foundation's an-
agers' meeting, all in the Lin-
Omaha areas.

REVIEW:

The Gallant Hours

Cagney-Montgomery—United Artists

In manner sound and modest, "The Gallant Hours"—the time when a man must face the biggest storms of his life—presents the decisive months during World War II when Fleet Admiral William F. "Bull" Halsey directed the combined Allied forces in the Pacific. This is a quiet picture and it is conceived upon accurate reporting-in-depth. It is personal history but not principally of the defense of Guadalcanal or other disputed islands, but of Halsey the man admired, respected and sometimes loved by those who served with him. He was the "human" skipper, the all right "Old Man."

As a war picture it is unusual and even as a testament to a single sailor it is uncommon. It is also something of a *tour de force* for James Cagney who plays Halsey, a tough but agreeable character, a man deathly afraid of getting his "shots," who was as determined to get the job done as he was to preserve lives. Snatches from the pasts of individual servicemen are narrated on-screen. This process adds a kind of realism to the film.

Halsey, like his Japanese counterpart Admiral Yamamoto (James T. Goto) was a hunch player. Often he sought counsel from his staff, played by Dennis Weaver, Les Tremayne, Walter Sande and Karl Swenson, and producer-director Robert Montgomery does not make Halsey an opportunist. When the admiral is ordered to relieve Admiral Ghormely (Carl Benton Reid) shortly after the war begins, Halsey does so, but not without considerable personal regret. His finest strategic hour comes when Yamamoto's plane is downed. This was of tremendous moral value to American troops.

There are no battle scenes at all in "The Gallant Hours." Several of these would have helped to speed the action, most of which takes place in Halsey's wardroom. Cagney, however, does such a striking job—he is on screen all the time—that viewers may not feel deprived of their chance to see the fruits of Halsey's tactical seeds.

Music for "The Gallant Hours" was composed and conducted by Roger Wagner. His chorale successfully imparts to the sound track the nostalgic and often grim nuances of the war at sea. The screenplay was written by Beirne Lay, Jr. and Frank D. Gilroy.

Running time, 115 minutes. Release, in May.

Saul Ostrove

Invitational Screenings Of 'Pollyanna' Set

Special to THE DAILY

CHICAGO, May 11.—The first of a series of regional meetings involving home office and field force executives of Buena Vista and top mid-west exhibitors was held here today to set up invitational screenings of Walt Disney's "Pollyanna." Thirty-eight cities throughout the country will present the Buena Vista release at special "invitational performances" for the community's press and leading opinion makers. The general public will also be invited to the performance on a limited ticket basis.

Presiding over the meeting was Buena Vista president, Irving H. Ludwig. Others from Buena Vista included exploitation manager Bob Dorfman, district manager Harris Dudelson and salesman Paul Back. Exhibitors attending were Martin and Harold Fields, operators of the St. Louis Park Theatre Co., of Minneapolis; Irving Clumb, general manager, Greater Minneapolis Amusement Co., Indianapolis; Gene Ling, general manager, Standard Theatres; James Coston, president, Coston Enterprises, Inc., Chicago; Duncan Kennedy, vice-president and general manager, Public Great States Theatres, Chicago; Balaban & Katz Theatres of Chicago was represented by Dave Wallerstein, president; Harry Lustgarten, vice-president; Nate Platt, vice-president and general manager; and Ed Seguin, director of advertising.

Powell Vice-president Of Florida Interstate

Special to THE DAILY

SOUTH MIAMI, Fla., May 11.—William T. Powell, operator of the No. 1 Drive-in Theatre in Daytona Beach, and formerly an executive of Smith Management Co., has joined George Hoover's Interstate Theatres as vice-president and general manager. He will headquarter in Thomasville, Ga.

Interstate operates 11 houses in northeast Florida and southwest Georgia.

Jack Cannon Dies

JACKSONVILLE, May 11. – Jack Cannon, booker here for 20th Century-Fox, and two male companions all were killed in an automobile-train crash at a crossing on the San Marco Boulevard.

PEOPLE

Harry J. Rice has been nominated for his second successive term as president of Publicists Local 872, IATSE, which has jurisdiction over all states east of the Mississippi. Election will be by secret mail ballot. Installation of officers will take place at the regular June meeting.

☐

Leonard Vaughan has taken over as new manager of the Movie Drive-in Theatre, Eustis, Fla., operated by MCM Theatres of Leesburg. He replaces **Richard Easton,** who has joined the MCM booking staff.

☐

Howard S. Mahler, who has been publicist and salesman for Columbia, United Artists and M-G-M, has been named assistant to **George Waldman,** president of Waldman Film Exchange here.

☐

C. A. Crute has remodelled and reopened his Lyric Theatre, Huntsville, Ala.

☐

George Leopold has resigned as publicist for the Schwaber Theatres, Baltimore.

☐

Evelyn Lee Jones, former motion picture publicist and currently business manager of the radio and television department of Donahue & Coe, has been elected president of the Advertising Women of New York.

☐

B. W. Ingram, Alabama exhibitor, has taken over the Levy Theatre, Enterprise, Ala.

☐

Cecil Cohen has temporarily closed his Weseonnett Drive-in Theatre, Jacksonville, for extensive remodelling.

☐

Mark Keel, new owner of the Plant City Drive-in Theatre at Dover, Fla., has changed its name to the Dover Drive-in.

'White' Business Big

Allied Artists' "I Passed for White" over the past weekend did smash business all over the country and in some situations is establishing boxoffice records, according to Morey R. Goldstein, vice-president and general sales manager. In Chicago at the Roosevelt Theatre, in the first three days it did $17,271, with the Saturday-Sunday total of $13,528 the biggest weekend the theatre has had since last summer, he said. In Detroit, where it is playing the Palms Theatre, it did $11,504 on Friday, Saturday and Sunday, with the Sunday gross amounting to $6,416.

Tenn. Drive-in Rebuilt

GREENSVILLE, Tenn., May 11.—The Nite Auto Movies here, which was destroyed by fire early this year, has been rebuilt and has reopened.

Television Today

Who's Where

Aaron Rubin, controller for the National Broadcasting Company, has been elected vice president and treasurer, it was announced by Robert W. Sarnoff, chairman of the board. Rubin joined NBC in October, 1937, in the accounting department.

☐

Abe Mandell has been appointed vice-president of international sales of Independent Television Corporation, president **Walter Kingsley** announced. Mandell, who has been ITC director of international sales since January, 1959, and whose duties in that position have taken him to the Far East many times, is, at the moment, making a tour of the Japanese markets.

☐

The appointment of **David M. Sacks** to the position of general manager of KGO-TV, San Francisco, was announced by **Stephen Riddleberger**, ABC-TV vice-president for owned and operated stations. The appointment is effective immediately.

No TV in S. Africa Before Color Ready

Special to THE DAILY

JOHANNESBURG, South Africa, May 8 (By Air Mail).—Television will not be introduced into South Africa before a nationwide color TV service is possible, the government has announced. When TV does come, equipment will be imported through the South African Broadcasting Corp. rather than through normal commercial channels.

The government says its refusal to allow immediate introduction of TV is based on a reluctance to permit local broadcasting before service is available to all citizens. The Prime Minister in the past has told Parliament that "there should be television on a country-wide basis or no television at all."

Cost Estimate Is High

Estimates put the cost of establishing such a national service at £20,000,000 ($56,000,000). Annual maintenance cost would be £9,000,000 ($25,200,000). This would mean that every subscriber would have to pay about £12 ($33.60) a year for TV program service.

Gets Pepsi Franchise

MIAMI, Fla., May 11. – Wometco Enterprises, Inc., has been given a franchise by the Pepsi Cola Company to bottle and sell Pepsi Cola in the Bahamas in association with local interests, according to an announcement by Mitchell Wolfson, Wometco president.

Anti-Pay-TV

(*Continued from page 1*)

George H. Wilkinson, president of the Motion Picture Theatre Owners of Connecticut, a TOA affiliate. All exhibitors have been invited regardless of their association affliation.

Philip F. Harling, chairman of TOA's anti-pay-TV committee and chairman of the all-industry Joint Committee Against Toll-TV, will be a principal speaker.

RKO General about a month ago announced plans to purchase Station WHCT, a UHF Channel 18 operation in Hartford, to conduct a three-year broadcast Pay-TV test with Zenith's Phonovision equipment. Zenith-RKO have applied to the Federal Communications Commission for permission to buy the station. If this is granted, they would then file for authorization of the pay-TV test.

Legality to Be Scanned

Harling indicated that plans will be laid for a campaign to acquaint the public with the costs involved to set owners for programming and will also investigate the legality of the proposed operation as indicated by newspaper advertising already placed by Zenith-RKO General.

The meeting will be another step in the Joint Committee's program of an all out campaign against all forms of toll-TV.

Harling has also been invited by the Allied Motion Picture Theatre Owners of Western Pennsylvania to address a luncheon meeting at the Sheraton Hotel in Pittsburgh on Wednesday, May 25.

Harling Back from Coast

Harling returned to his office here last Monday from a week-long trip to California to talk with West Coast theatre owners. He is acting to reorganize exchange area committees to solicit both exhibitor and public support for a favorable vote on House Resolutions 130 and 6245, which would restrict the testing of Cable TV, and also to solicit funds to hire legal, public relations, economic and engineering help as needed for such a campaign. Depending upon their size, theatres are being asked to contribute from $5 to $25 for a war chest for the effort.

Denver WOMPI Elects

DENVER, May 11. – Officers have been elected by the Denver chapter of Women of the Motion Picture Industry. They are: Toni Dykesuterhuis, American International Pictures, president; Lorena Calvin, 20th Century-Fox, first vice-president; Virginia McNeill, second vice-president; Dianne Carr, 20th Century-Fox, treasurer; Bernice Gilmore, 20th Century-Fox, recording secretary, and Ilene Walker, Warner Brothers, corresponding secretary.

Capitol Theatre Is Reopened at Salem, Ore.

Special to THE DAILY

SALEM, Oreg., May 11. – Matt Knighton, Salem manager for Foreman Family Theatres, the Elsinore Grand and Capitol Theatres, announced the reopening of the Capitol Theatre following remodeling, and the closing of the old Grand Theatre.

Remodeling includes new loge seats, new carpeting, repainting interior, new stage fixtures, a wider screen and enlargement of the projection booth.

Under a new schedule the Capitol will run from 1 P.M. to midnite each day of the week. Elsinore will continue its present program of showing nightly with afternoon matinees Sat. and Sunday.

Tent 5 to Sponsor

(*Continued from page 1*)

eon meeting which was held here yesterday.

Joseph Levine has agreed to provide $3,500 for one of the purses, Brandt said, and Variety will seek to acquire $30,000 from other members. Yonkers Raceway will contribute $2,500 and supply 2,800 seats for Variety members to sell. Tickets, including admission and dinner, are $10 each.

A report was also presented by Brandt on the tent's "first-nighter" project in which tickets are sold to opening night film premieres at $50 a seat. Arrangements have been made with the Radio City Music Hall to cooperate for the first time at the openings of "The Bells Are Ringing" and "Song Without End." The Critirion Theatre will also participate with "Strangers When We Meet."

To date, Brandt said, Variety has received $8,045 through this project.

Bringing members up to date on other activities the chief barker reported that $5,000 has been turned over to the Trafalgar Hospital Cancer-Control Research Project. He also said the local tent hopes to find ways to have its own club house here like the Lambs and Friars.

Plans for the International Variety convention in Toronto late this month were outlined by Walt Framer, assistant chief barker.

U.A. Sales Meet

(*Continued from page 1*)

trict manager, and William Marchese, Eastern and Canadian contract manager, will also attend the sales conclave to be held at the Sheridan Plaza Hotel.

UA branch managers participating in the conferences include Harry Segal, Boston; Burt Topal, Buffalo; Dave Rosenthal, Cleveland; Irving Mendelson, New Haven, and Al Glaubinger, Philadelphia.

The meetings will develop distribution patterns on all current and forthcoming product and map regional releasing plans for each territory in the Eastern division. The meetings are the latest in a series of a domestic sales tour by Velde and UA division chiefs.

House Gro

(*Continued from page 1*

group's attention has apparentl
to convince them that there is
new material available to m
investigation profitable at the
time.

Rep. Barr's efforts in this
have been quite vigorous. Ti
the committee's other comm
have worked against him th
He says, however, that upon
turn to Congress next year,
renew his attempts to persuad
man Celler that another inqu
the motion picture anti-trust
is about due.

SAG Pact Pattern

(*Continued from page 1*

one AMPP agreed to with the
Actors Guild, it was repo
Walter Mirisch, president of
said the producers are seek
same consideration on pas
credit as actors, which was
as settlement of the SAG's
regarding post-1948 films rel
TV, and will request payment
1960 films released to TV as a
of continuing the pension, he
welfare plan.

'Code of Practices' in Eff

While there is no collective
ing agreement between the A
the SPG, a "code of practices
to screen producers" was est
in 1954 which was signed by
jor studios.

MPEA Group

(*Continued from page 1*

Johnson, MPEA vice-preside
ald Carroll, M-G-M; Max Gr
Warner Bros., and Andrew
United Artists. The Turkish
location has been inaccess
many months, and the Wa
conferences are intended to
means of correcting the situa

The MPEA board was offic
vised by Frank Gervasi, its
ranean area manager, that
tional $500,000 has been
remittable by Spain. On co
and transfer to New York it
apportioned among MPEA
companies in accordance w
existing formula.

The board also agreed tha
J. Corkery, MPEA vice-p
should visit Argentina in t
future to discuss certain ta
surcharges imposed on ac
there.

Norelco Installatio

Installations of the Nore
35mm projectors have been
several new theatres, acco
Martin Sweeny, vice-preside
Todd-AO Corp. They are as
Palace Theatre, Chicago; W
ton, Richmond, Va., Bronxvill
ville, N. Y. and the Century,
polis.

At the Palace Theatre,
Todd-AO Corp. for the first ti
plied a complete 70mm ins

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising --- monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

National Pre-Selling

MGM's warmly wistful starlet, Yvette Mimieux, pronounced (ME-ME-OH) appears on the front cover of "Life's" May 3 issue. She will play the part of the heroine in "The Time Machine" made from H. G. Welles' classic.

Me-Me-Oh is filled with a wistful love for the outdoors and the serenity inspired by solitude. This made it possible for "Life's" photographers to create an essay in pictures in the Santa Susana mountains and on the sunlit beaches of southern California with this new MGM starlet for the same issue.

•

"Tall Story," the Warner film about ethics, basketball and romance on a college campus, is reviewed by Richard Marek in the May issue of "McCall's." It has a top flight cast of Tony Perkins, Jane Fonda (Henry Fonda's daughter) and Ray Walston and directed by Josh Logan.

•

"The house that Ben-Hur built" is the title of an article in the May 24 issue of "Look," based on the construction of Charlton Heston's new home in the mountains above Beverly Hills.

When Heston and his actress wife started their careers they lived in a 30 dollars a month cold water flat in the Hell's Kitchen section of New York. They later moved to a 135 dollar a month apartment in Los Angeles. Now with the salary from Heston's "Oscar" Award performance in "Ben-Hur," they employed William Sutherland, a follower of Frank Lloyd Wright, to design their new home.

•

"I'm All Right Jack" the Lion-International Films new import, has been selected by Florence Somers as "Redbook's" picture of the month for May.

According to "Redbook," "I'm All Right Jack" is sure to tickle the fancy of anyone who has ever worked, who's ever been in management or who's ever been in love with or married a worker.

•

"Because They're Young," in which Dick Clark, disc jockey and master of ceremonies, plays the part of a high school teacher, is reviewed in the May issue of "Seventeen." His pupils are played by such personable actors as Michael Callan and Warren Berlinger.

•

Playdate ads in full color for UI's "The Snow Queen," the full length color cartoon feature based on Hans Christian Andersen's immortal fairy tale, appeared on April 10 in the comic sections of newspapers serviced by the Metro Sunday Comic Network in the following cities: New York, Pittsburgh, Buffalo, Chicago, Cleveland, Detroit, Indianapolis, St. Louis, Rochester and Honolulu.

Walter Haas

REVIEW:

Hiroshima, Mon Amour

Argos-Daiei-Pathe Overseas Prod.—Zenith Int'l.

A STRIKINGLY AND audacious experiment in the technique of film-making comes off with brilliance in "Hiroshima, Mon Amour," latest picture from the French "new wave" school to be released here. It is the work of Alain Resnais, who both directed and produced, and comes laden with extravagant acclaim from Europe and bearing the Critics' Prize from Cannes.

Boiled down to its bare essentials this unusual film is a romance—the story of a brief encounter between a French actress and a Japanese architect. She has come to Hiroshima to make a film; they meet and have a rapturous two-day affair. At the end, since both are wed, they decide to part and return to their respective spouses.

Obviously it is not the story itself which lends distinction to this fascinating film. It is the manner of its telling that gives it power, substance, and hypnotic appeal. Important, also, are such other themes as the futility of war and the effects of troubling experiences on the mind years after the event which Marguerite Duras, the writer, has woven into the elaborate scheme of her script.

She has constructed it in three parts. In the first the actress, while lying in the arms of her lover, (bedroom scenes are most intimate in the French manner) tells him what she has learned about historic Hiroshima during her stay there. As she speaks the camera records sights in the modern city rebuilt from ruins caused by the atomic bomb. These scenes are then interspersed with newsreels showing the holocaust itself, and the contrast makes plain the horror of Hiroshima as no film on the subject has done before.

IN THE SECOND SECTION of the picture the actrèss, with the encouragement of the architect, recalls an early tragedy in her life as a young girl in Occupied France during World War II. She had fallen in love with a German soldier who was killed by partisans while she was subjected to the humiliation of being ostracized in the town. The initial joy and subsequent shame and agony of these wartime experiences are brought back to her mind, where they had been deeply buried and almost forgotten, by the associations of Hiroshima and the new love affair.

It is in this long sequence in which the heroine recalls the past that Resnais departs most daringly from ordinary film technique. Instead of using the extended conventional flash-back, he employs a method of continuous quick cutting from past to present without dissolves or fades. Nor are the various parts of the story in sequence. They are recorded in bits and pieces without any special order as the actress summons them painfully forth from her subconscious mind.

The effect is terrific—not only as a dazzling technical display but as an emotional experience. An attentive and sympathetic viewer relives fully the agonizing story the girl relates.

Aiding in no small way is the superb performance in this role by a new actress, Emmanuelle Riva. She gets fine support from Eiji Okada as the architect. There are no other prominent roles, and all dialogue, including extensive narration, is translated in English titles.

Unfortunately the third—and final—part of the film tends to ramble and become tedious as the heroine tries to make up her mind whether to stay or leave Hiroshima. Resnais might have ended his film sooner.

But this is a minor flaw. "Hiroshima, Mon Amour" should be a major success in U.S. art theatres this year.

Running time, 88 minutes. Release, in May.

Richard Gertner

D.C. Theatre Remodeled

WASHINGTON, May 11.—Stanley Warner's Avalon Theatre, on upper Connecticut Avenue, is expected to reopen on May 27 after redecoration. New carpet and wall covering will be installed in the auditorium, as well as a new screen and stage drapes. Redecoration of the lobby is taking place, including refurbishing of the powder room and installation of new coming attraction poster frames.

B&H Promotes Sroge

CHICAGO, May 11.—Maxwell H. Sroge, director of sales in the photo products division of Bell & Howell here, has been named director of planning for the division, it has been announced by Peter G. Peterson, executive vice-president.

At the same time, Peterson disclosed that George A. Eddy, who joined B&H in November of last year, will succeed Sroge as division director of sales.

Cagney, Montgom Plan Stage Play

With their first productio Gallant Hours"—scheduled t nationally tomorrow night in ington, production partners Cagney and Robert Montgom next turn their attention to way and an original play th produce there next Fall, they trade press at a luncheon he yesterday.

Both men plan to be pre regional openings of "The Hours," a United Artists relea backed by U.S. Navy recruiti ice support in 234 cities. Cagn the late Fleet Admiral Wil "Bull" Halsey in the film dire Montgomery for Cagney-Mon Productions. It marks Mont first film venture since 1949.

Slated for Sullivan Sho

"The Gallant Hours" pre timed to coincide with Armec Week which begins this S Both star and director will ap the Ed Sullivan TV show this evening.

Cagney said that until ano teresting property reaches him Montgomery will be devotin of their time to "The General Son," the play by Andrew lough.

15 New Openings 'Ben-Hur' in June

M-G-M's "Ben-Hur" is set miere in fifteen key cities i bringing the total number of showing the film in the Unite and the Dominion of Canad before July 1.

The 70mm engagements t open in June are: Pershing El Paso, Texas, 7th; Plaza, C N.C., Ritz, Birmingham, Al Rogers, Chattanooga, Tenn., 9th; Willow Lawn, Richmo 14th; McCook, Dayton, Ohi cent, Nashville, Tenn., and Ca Diego, Calif., on the 15th; Charleston, W. Va., 16th; Grand Rapids, Mich., 17th; El Providence, R. I., and Coop lahoma City, Okla., on the 23r Albuquerque, N.M., Palame, Kansas, and Paramount, Halifa Scotia, Can., on the 29th .

D.C. Variety Tent Sponsor 'Can-Can'

From THE DAILY Burea

WASHINGTON, May 11 Variety Club of Washington, 11, will sponsor the local pre 20th Century-Fox's "Can-Can" 25 at the Uptown Theatre. ceeds over actual expenses w the Club's Research Center dren's Hospital. The Club has $200,000 toward the Center, now in operation.

The Washington Tent, no 25th year, has put more than into charitable ventures.

Al
News
hat
lews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 93 NEW YORK, U.S.A., FRIDAY, MAY 13, 1960 TEN CENTS

d

ors Deny dorf Pact s Violated

Blacklisted Names Independent Trend

m THE DAILY Bureau

'WOOD, May 12. – With ıalf of the Motion Picture n of America's membership ified with films produced or members of the commu- or those who have refused ate with legislative groups ıe House Un-American Ac- ommittee, the question is ed. Has the so-called Wal- ement been repudiated by A member companies?

ıswer appears to be that

'ontinued on page 2)

ke Takes a Bride -for 'Dracula'

JAMES D. IVERS

Vogel, showman extraordi- in the words of Paul Kamey, s eastern publicity manager, of the master-blasters," came New York yesterday and was honor at a Universal lun-

yant, ebullient and uninhib-

ontinued on page 3)

Russian Exchange e to Open Here

'uiet Flows the Don," based ıssian novel by Mikhail Sho- ill begin its premiere engage- he United States on May 24 za Theatre here.

'uiet Flows the Don" is being

Continued on page 6)

SION TODAY—page 7

California Measure Will Stall Pay-TV In State for Year Or More: Harling

A bill now before the California legislature would ban any form of toll-TV in that state for at least another year, Philip F. Harling, chairman of the Anti-Pay-TV Committee of Theatre Owners of America, and the all-industry Joint Committee Against Toll-TV, disclosed yesterday.

Philip Harling

Harling, who returned earlier this week from the West Coast where he conferred with exhibitor leaders on the industry campaign against toll-TV, said that House Resolution 358, introduced by Rep. Cunningham, calls

(*Continued on page* 6)

Cooper TOA's Liaison With Frisco Festival

Special to THE DAILY

SAN FRANCISCO, May 12.—The pledged support of the Theatre Owners of America to go all out for the fourth annual San Francisco International Film Festival was confirmed today when Roy Cooper, Northern California exhibitor and chairman of TOA's executive committee, joined the festival staff in an advisory capacity. Actually, as explained by Irving M. "Bud" Levin, managing director of the festival, Cooper will serve as coordina-

(*Continued on page* 6)

New Group Maps Fight On La. Film Taxes

Special to THE DAILY

NEW ORLEANS, May 12. – The recently organized Louisiana Assn. of Theatre Owners swung into action with a meeting of its board of directors at the New Orleans Hotel last night, instructing its executive committee to prepare a campaign for the abolition of the three per cent state and city use tax on films for immediate action.

The film use tax consists of a two per cent state and one per cent municipal levy.

The board, with L. C. Montgomery, president, in the chair, appointed George Baillio of Southern Amuse-

(*Continued on page* 2)

2 Exhibitor Anti-Trust Suits Dismissed Here

Two anti-trust actions filed by New York exhibitors who sought $4,500,000 in damages were dismissed yesterday in Federal Court here.

Morris Stein, operator of the Corona Theatre in Queens, had sought $3,000,000 from major distributors,

(*Continued on page* 6)

HERALD 'Spartacus' Advertising Cover Series Breaks New Ground in Merchandising

The May 14 edition of "Motion Picture Herald," out today, features on its cover two four color stills from "Spartacus," the Kirk Douglas Bryna Productions spectacular to be released by Universal in October. The stills are part of a series and are typical of the novel and provocative merchandising tools being employed by Bryna and the Universal advertising and publicity department, headed by David A. Lipton for the picture.

In an editorial in the same issue Martin Quigley, Jr., commenting on the stills and on the spectacular gate-fold cover of "Fame," just published, calls the unusual campaign "an instance of Mr. Douglas demonstrating his belief that a great attraction needs to be merchandised in keeping with its stature . . ."

Myers' Idea Denied

Secret O.K. Of Pay-TV Is Discounted

No Change in Status — Harris and FCC Declare

By E. H. KAHN

WASHINGTON, May 12.—Officials today pooh-poohed the possibility that a secret decision has been taken inside the government which would clear the road for establishment of pay-TV.

Such a possibility was raised this week by Abram Myers, Allied States chairman and general counsel, in a special bulletin. He asked if such is not the case, how can pay-TV proponents insist that its introduction is inevitable?

Chairman Harris (D., Ark.) of the House interstate commerce committee indicated that his position on pay-TV has not changed. He told Motion Picture Daily that he is not against

(*Continued on page* 7)

See DGA Pension Pact Model for All TV Work

By SAMUEL D. BERNS

HOLLYWOOD, May 12. – The new pension plan established for the Directors Guild of America, which embraces directors in both the motion picture and television fields, highlighting the new four-year contract agreement reached late yesterday

(*Continued on page* 7)

House, Senate Plans On Pay Bill Coincide

From THE DAILY Bureau

WASHINGTON, May 12. – The House labor committee met today in closed-door session but took no action on the minimum wage bill. The Landrum (D., Ga.) labor standards subcommittee's schedule calls for finish-

(*Continued on page* 6)

Pathé LABORATORIES, INC.
NEW YORK AND HOLLYWOOD
• • • •
Complete facilities for every film need in black and white or color

PERSONAL MENTION

JAMES R. VELDE, United Artists vice-president in charge of domestic sales; **Milton E. Cohen**, Eastern and Canadian division manager; and **William Marchiese**, Eastern and Canadian contract manager, will return to New York today from Boston.

•

Richard P. Brandt, president of the Trans-Lux Corp., has returned to New York from a combined business and vacation trip to Puerto Rico and Aruba.

•

Maurice Segal, United Artists West Coast publicity coordinator, will return to Hollywood at the weekend from New York.

•

Fred Zinnemann, director, has arrived in New York from Hollywood on his way to London.

•

Yaro Miller, office manager for Warner Brothers in Cleveland, has left there with **Mrs. Miller** for a three-week vacation in Fort Lauderdale, Fla.

•

Sy Weintraub, producer, has returned to New York from London, and will leave here early next week for Hollywood.

•

R. J. "Hap" Barnes, president of ABC Theatrical Enterprises, Atlanta, has returned there from Knoxville, Tenn.

•

Robert Rossen, producer-director, will return to Hollywood today from New York.

•

Rube Lewis, retired stage manager at Loew's Palace Theatre, Hartford, was a visitor there this week from his Los Angeles home.

•

Edna Walker-Malcoskey, scriptwriter, has left New York for New Orleans.

•

Eddie "Huckleberry Finn" Hodges has returned to New York from Detroit.

•

Roy McClure, office manager for 20th Century-Fox in Atlanta, has returned to his duties there following a short illness.

•

Rita Gam has left New York for Madrid.

•

Robert Seaman, manager of the motion picture advertising department for *Look Magazine*, will return to New York today from Key Biscayne, Fla.

La. Tax Fight

(*Continued from page 1*)

ments, Lake Charles, La., chairman of the executive committee, empowered to follow the tax campaign through to a conclusion.

Other committee chairmen appointed were: Don Stafford of Dixie Theatres, New Orleans, convention committee; Frank DeGrauw, F & R Enterprises, Abbeville, national affairs committee; E. R. Sellers, Yam Drive-In, Opelousas, state affairs committee; S. A. Wright, Jr., Lakeview, Fox and Algiers drive-ins, New Orleans, film exchange relations committee; Charles Bazzell, Gordon Ogden Theatres, Baton Rouge, membership committee; Maurice Barr, Paramount Gulf Theatres, New Orleans, public relations committee.

Set Perlberg-Seaton Airlift to Germany

From THE DAILY Bureau

HOLLYWOOD, May 12.—William Perlberg-George Seaton Prods. at Paramount have signed a contract with Lufthansa, the German airline, to airlift the entire production of "The Counterfeit Traitor" from Hollywood to Germany, as well as all other European locations for the picture.

The company, including William Holden, Lilli Palmer and Hugh Griffith, will be airlifted from Berlin to Hamburg and then to Copenhagen and finally to Stockholm, where the picture will finish shooting early in October.

May Total 200 Passengers

As many as 200 actors and technicians will be airlifted at one time, together with some eight tons of equipment, including four Technicolor cameras, sound equipment, cranes and other material. Filming will start June 7 in Berlin.

Lufthansa recently extended its international service to the West Coast, inaugurating the flight with Boeing 707 jets.

Theatre in Chile To Install Cinerama

A theatre in Santiago, Chile, has been added to the list of theatres installing Cinerama, according to B. G. Kranze, vice-president of Cinerama, Inc. Cinerama will open at the Santa Lucia Theatre there in mid-September.

Juan Betteo, son of circuit operator Dante Betteo, in New York for conferences with Kranze and other Cinerama officials, said that approximately $100,000 would be spent to refurbish the Santa Lucia to accommodate Cinerama.

Chile becomes the fifth country in South America to present Cinerama. It is currently showing in Argentina, Brazil, Venezuela and will open in late June in Lima, Peru.

Top Officials to Attend 'Gallant' Debut Tonight

From THE DAILY Bureau

WASHINGTON, May 12. – More than 1,800 top government and military officials will attend the invitational world premiere of "The Gallant Hours," a Cagney-Montgomery production for United Artists release, tomorrow night at the RKO Keith's Theatre here.

Sponsored by the Navy League, the premiere will help launch the national observance of Armed Forces week beginning tomorrow. Participating in a special program prior to the showing of the film will be Robert Montgomery who produced and directed "The Gallant Hours," and James Cagney, who stars as Fleet Admiral William F. "Bull" Halsey. The premiere will receive extensive newsreel, radio and television coverage which will be carried by the Dave Garroway, Jack Paar and Ed Sullivan network TV programs. Radio shows originating in Washington also will carry highlights of the debut.

Lewis, Mandel to Attend

Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation, and Harry Mandel, vice-president of RKO Theatres, will be among industry representatives attending the premiere. Burt Sloane, UA publicity manager, and Al Fisher, UA assistant exploitation manager, will also attend. Paar will televise the proceedings when Cagney appears on his NBC network show next Monday.

'Windjammer' To Bow In Buffalo June 17

Special to THE DAILY

BUFFALO, May 12.—"Windjammer," in Cinemiracle, will have its local premiere Friday evening, June 17, in the Granada Theatre. Installation of special equipment requires a week so the house will close June 10.

Seymour Morris, director of advertising and publicity for the Schine circircuit, which operates the Granada, a deluxe community theatre in north Buffalo, says that with the installation of Cinemiracle, the Granada can show motion pictures in all processes. "Windjammer" will be shown on a reserved-seat basis.

Engel Arriving Here

Samuel G. Engel, producer of "The Story of Ruth" arrives here over the weekend from Hollywood, to begin his 15-city tour on behalf of the 20th Century-Fox release. Engel will start an intensive series of speaking engagements before high school and college audiences, religious and denominational groups, educational and radio and television audiences, and will meet with trade and newspaper editors to describe the film.

Waldorf P

(*Continued from page*

there has been neither a re
nor a reaffirmation of the ag
under which the companies
themselves not to knowingly
known communists or unco
federal witnesses.

In the main, responsibility f
the independent employs is d
both because most deals do
mit control over matters of
or because the picture was
after completion.

While company officials v
in their denials that there h
repudiation of the Waldor
ment, they were less empha
asked if they thought the pa
be reaffirmed at this time.

Latest of the major com
become identified with suc
sumably unacceptable p
principal was 20th Century-F
announced that it had close
to distribute films produced i
by Sidney Buchman who in
mitted to a Congressional c
that he had been a communis

Acquisition of 'The Law' I

Previously, it had been
that M-G-M acquired di
rights to "The Law," a pic
duced in France by Jules
Still earlier, Paramount
"Chance Meeting" abroad, w
written by Ben Barzman an
Lampell, and was directed l
Losey. Paramount, however,
picture had been acquired w
knowledge of the trio's asso

Universal's "Spartacus" h
er's credit for Dalton Tru
of the so-called Hollywo
friendly Ten," and United A
distribute Otto Preminger's '
which also has a writer's
Trumbo, while Stanley Kra
herit the Wind" also a U.A
had Stanley Nedrick as a
A., Preminger and Kramer,
have pointed out that they
parties to the Waldorf agree
are opposed to a blacklist,
nevertheless, is an MPAA m

In denying that there ha
repudiation of the Waldo
ment, company officials jus
of the deals that have been
pointing out that they in
dependent productions, an
fore, not a matter of a m
pany violating its pledge.

NEW YORK THEA

—RADIO CITY MUSIC H
Rockefeller Center • Ci 6-46
DORIS DAY • DAVID NI
"PLEASE DON'T EAT THE DA
JANIS PAIGE • SPRING BYINGTON • RICHAR
FROM M-G-M IN CINEMASCOPE AND METR
AND GALA NEW STAGE SPECT

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herber
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywo
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the wo
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Ci
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 ti
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

al Writer Sees on Way to Decision

pay-TV still is a long way
ving its wide acceptance,
strong indications that it is
ay toward a decision in the
ce," writes David A. Loeh-
the current issue of "Bar-
ancial publication.

Vall Street Journal," com-
ditorially on the article yes-
ncluded: ". . . the fate of
hould be left to the final
arbiter, the market place."

Theatre Sound n from Century

tre sound amplification sys-
oying transistors in place of
tubes to provide sufficient
auditoriums of 800 to 900
ely within small housing in-
nto the projector, has been
by the Century Projector
n. The system is adapted
iums of any size, according
Davee, president of Cen-
onnecting it to the speakers
a booster amplifier of nec-
put.

ries of demonstrations con-
the Century factory for pro-
gineers, the press and others,
m reproduced an Academy
with approved standard of
ver the entire frequency
et the whole amplification
s demonstrated for an aver-
torium, could be removed
om its projector housing and
onveniently in one hand.

l Changeover Automatic

elatively tiny complex of
condensers, resistors and
lus a few transistors, addi-
provides the mechanism of
angeover. This can be ac-
d automatically for any type
ing, from single optical to
magnetic, by preset selec-
re are no switches, however.
of one or any group of
is made electronically. An-
ture is the use of a light-
transistor for optical pickup,
g the photocell.

st installation of the system
made in the 600-seat Mall
nder construction at Para-
J., a B. S. Moss Theatres
to be opened in June.

it Premiere for ' Set in Albany

Special to THE DAILY

NY, N. Y., May 12.—20th-Fox
a benefit premiere of "The
Ruth" at Fabian's Palace here
28, prior to the regular en-
t. It is one of a series sched-
key cities during the final two
June.

angement with a sponsoring
ion or organizations will be
re. Previews of the Biblical
lso planned for clergymen.

A-Mike Vogel in a traveling version of the famous broad brim hat, talks about the great days of showmanship. At left is Paul Kamey, eastern publicity manager for Universal, and at right, Herman Kass, executive in charge of national exploitation.

A-Mike Vogel Reminisces

(*Continued from page* 1)

ited Mike is a press agent—he snarls at the appellation public relations counsel—for Universal in the field. During his 50 years of free form, high style exploitation for theatres and on the road Mike has been guest of honor at thousands of luncheons but never as himself. Consequently he was at first and astonishingly flustered but under the gentle prodding of Kamey, of Herman Kass, in charge of national exploitation for U-I, and of Jerry Evans, eastern promotion manager, he remembered how he had staged bullfights for "Blood and Sand," lit a fire on a theatre marquee in Denver to send up smoke signals for a Universal western, and slept in a coffin for "Dracula."

Some Vogelisms:

"There's no such thing as an old stunt. Barnum got their attention by having a man carry bricks into a building one at a time. I could do that today. In fact I have."

"If a press agent on an assignment admits he has had a good night's sleep, he's not working for the picture. That goes, too, if he hasn't been arrested in the last month."

"One trouble today is too many people are living off the business instead of living in it."

"A man can make a damn fool of himself pretty easily but unless he does it in order to sell tickets at the box office it doesn't mean a thing.—The stunt has to be slanted."

"We need color and personality, not statistics and public relations."

Mike, warming up, blasted impartially distributors and exhibitors who for reasons of economy or false dignity won't use basic showmanship methods and then reminisced with nostalgia and without regret about his career as a showman. That wide career embraces promotion and exploitation for theatre circuits large and small, for most of the present distributors or their predecessors and a memorable eight years during which he watched over and judged other showmen's effort as head of the Managers' Round Table of *Motion Picture Herald*.

P.S.: Mike is in town to start a national tour on behalf of Universal's "Brides of Dracula." He'll have one of the brides with him and one of the things he'll be doing is looking for a Mr. Dracula. It'll be quite a saga.

S. C. Variety Club Slates Family Night

From THE DAILY Bureau

HOLLYWOOD, May 12.—Over 500 invitations have been sent out for the Hollywood Stars' Family Night to be sponsored on June 10 by the Southern California Variety Club, Tent No. 25, it was announced by John Lavery, chief barker. Invitations went to actors and other entertainment personalities, he said.

The public is also invited to the event, proceeds from which will go to the tent's Boys' Club. Admission is $3 for adults, $2 for children and teens to 18 years.

Albany I.A. to Meet

ALBANY, N. Y., May 12.—Local F-43, IATSE, consisting of front-office employees of film exchanges here, will hold a dinner meeting on June 1.

Weinstein to Replace Friedman and Hellman

Special to THE DAILY

ALBANY, N. Y., May 12.—Manny Friedman has resigned as manager of the Hellman Theatre here. His replacement is slated to be David Weinstein, recently employed by George Schwartz Theatres in Atlantic City, N. J. Irwin Ullman, general manager of Hellman Drive-ins at Philadelphia, is temporarily directing the 1060-seater.

Friedman, who managed Philadelphia first-runs for William Goldman, had been in charge of Schine's Riviera in Rochester, N. Y., before joining the Hellman organization.

Russell Clark Dies

KEYSVILLE, Va., May 12.—Russell B. Clark, 47, who operated the Keesville Theatre for nearly 20 years, died of a heart attack at his home here.

PEOPLE

Dr. William West and **Vernon Saunders**, of Kodak Research Laboratories, Rochester, N. Y., have won the 1960 Journal Award of the National Society of Photographic Scientists and Engineers. Their winning paper was titled "Experimental Studies of the Mode of Action of Sensitized Impurities in Thin Crystals of Silver Bromide."

□

Theodore diLorenzo, attorney of Hartford, has been elected president of the Hartford County Young Republicans. He is the son of the late **Anthony J. diLorenzo**, Connecticut film industry pioneer.

□

Phil Haddad, assistant manager of the Stanley Warner Capitol Theatre, Willimantic, Conn., has been named to a similar post at the Warner Theatre in Worcester, Mass.

□

Jud Estes, for many years in the accounting department of 20th Century-Fox in Atlanta, has retired.

□

Merva Tucker, cashier at the Cine Webb, Wethersfield, Conn., has been named assistant manager of the house, a unit of the Lockwood & Gordon circuit. She succeeds **Francis Malloy**, who has resigned.

Stewart to Make Tour On Behalf of 'Road'

James Stewart, who stars in William Goetz' "The Mountain Road," and co-star Lisa Lu, will launch separate personal appearance tours over the weekend in conjunction with the national release of the picture later this month. Stewart arrives in New York today to begin a tour of 12 key cities in behalf of the Columbia release. He will remain in New York over the weekend and will then visit Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Minneapolis, St. Paul, Houston, San Antonio and Dallas, before returning to Los Angeles on May 28.

At the same time, Lisa Lu will also make a series of personal appearances to publicize the film. Miss Lu starts her tour in San Francisco May 15 and will visit Portland, Seattle, Salt Lake City and Denver for press, radio and TV interviews.

'Daisies' Gross Reaches $4,000,000 Nationally

"Please Don't Eat the Daisies" has now grossed $4,000,000 nationally, M-G-M said yesterday, including $1,000,000 at Radio City Music Hall. First weeks in more than 200 key city engagements have grossed over $1,700,000 at the box office. Holdover strength in second weeks has brought in another $750,000 with third, fourth, and fifth weeks adding $250,000. Smaller situations, not counted previously, have totaled another $300,000.

UNIVERSAL proudly anno

TONY CURTIS as "TH

ROBERT CRICHTON'S BEST SELLING B

CO-STARRING

EDMOND O'BRIEN

GARY MERRILL • JOAN B

and KARL MALDEN

Screenplay by L

Directed by ROBERT

Produced by ROBERT

GUARANTEED PRE-SOLD BY UNIVERSAL ...f

Universal International ®

the start of production

REAT IMPOSTOR”

HY OF THE INCREDIBLE FRED DEMARA

RTHUR O’CONNELL

MAN • RAYMOND MASSEY

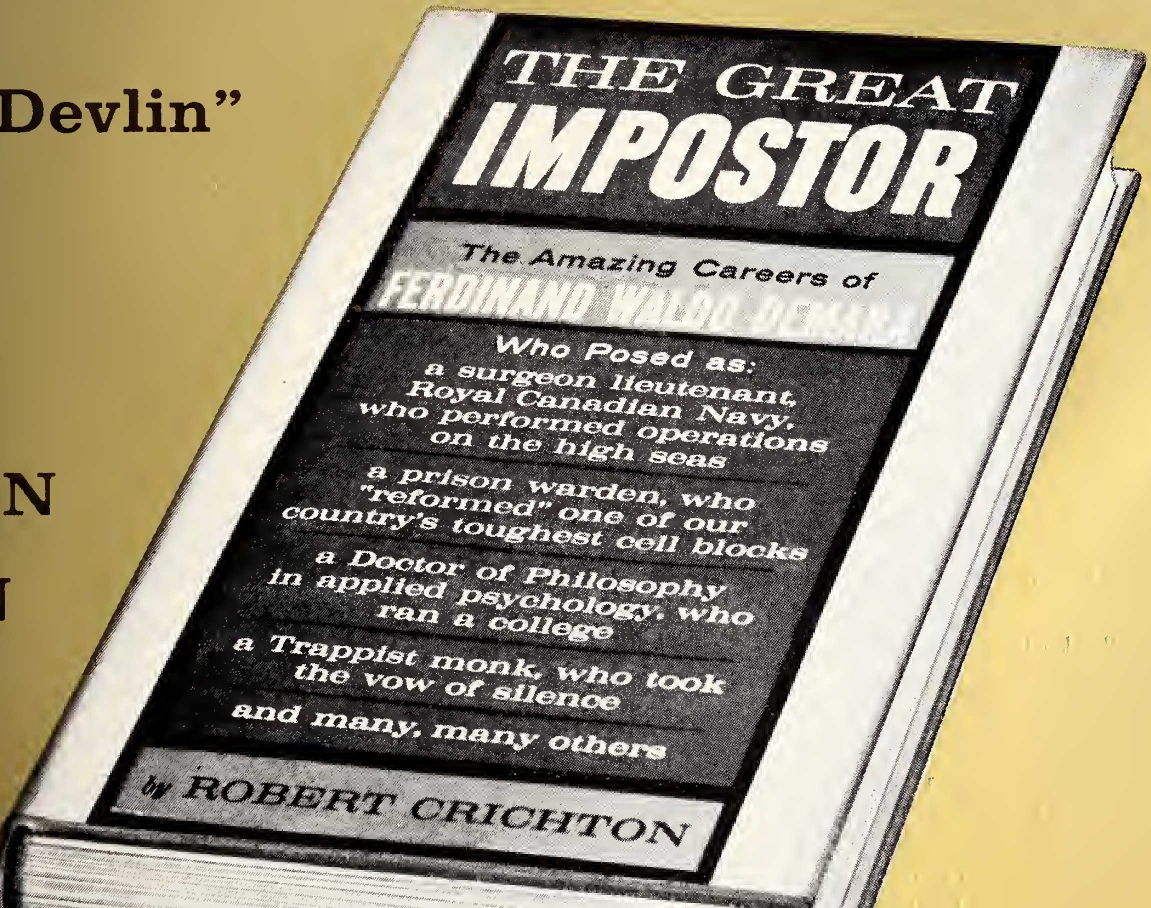
er Devlin”

RIEN

GAN

R

ng



THE GREAT IMPOSTOR

The Amazing Careers of FERDINAND WALDO DEMARA

Who Posed as:

a surgeon lieutenant, Royal Canadian Navy, who performed operations on the high seas

a prison warden, who "reformed" one of our country's toughest cell blocks

a Doctor of Philosophy in applied psychology, who ran a college

a Trappist monk, who took the vow of silence

and many, many others

by ROBERT CRICHTON

Calif. Pay-TV

(*Continued from page 1*)

for a complete study of all phases of toll-TV.

Harling said the bill is of particular importance because several attempts have been made in recent years by toll-TV proponents to obtain municipal franchises to establish cable-TV systems in Los Angeles and San Francisco, all of which have been denied. Skiatron has negotiated deals with the San Francisco Giants and the Los Angeles Dodgers to telecast home games via toll-TV if it can obtain operating franchises.

The Cunningham resolution, entitled "A Study of Subscription, Boxoffice and Pay Television," reads as follows:

"Resolved, by the Assembly of the State of California, that the subject matter of subscription, boxoffice and pay television is assigned to the Committee on Rules for reassignment by it to an appropriate interior committee.

Will Study Effect on Culture

"The Committee shall study all facts and circumstances relating to the subject of this resolution, including a study of the action functions of this new, competitive entertainment industry, and its impact upon the economy and the culture of the State of California, as a means of determining the need or the lack of need, the advisability or the inadvisability, for legislation, and shall report its findings and its recommendations to the Legislature no later than the fifth calendar day of the 1961 Regular Session of the Legislature."

Harling said the resolution would effectively hamstring cable as well as broadcast toll-TV for at least a year while the study is in progress, and that if the findings consider pay-TV not in the public interest, the medium could be outlawed in its entirety in California.

'Pay' Police Screening

More than 1,500 members of the New York City Police Department will attend a special preview May 25 of Allied Artists' "Pay or Die," at the Warner Theatre here. The police are members of the department's Columbia Association, whose 4,000 members are policemen of Italian descent.

Mark WOMPI Birthday

JACKSONVILLE, May 12. – A "Sixth Birthday Party" for the local chapter, Women of the Motion Picture Industry, will be held Saturday on the grounds of the Hart estate in Sherwood Forest. It will take the form of a barbecue and dance.

Movielab Revises Stock

ALBANY, N. Y., May 12.–Movielab Film Laboratories, a New York corporation, has registered a certificate of change in capital stock from 200 shares, no par value, to $1,500,000. The latter consists of 1,500,000 shares at $1 par value.

REVIEW:

I'm All Right, Jack

Boulting Bros.—Columbia

ANY MAN WHO's worked an honest day, or loafed successfully from nine to five, will be indebted to the bluffs called on management and labor by "I'm All Right, Jack," for which the brothers John (director) and Roy (producer) Boulting and their clever star Peter Sellers have been extensively praised here and in Great Britain. This picture is acidic enough, and novel, too, to carry beyond art house bookings, especially since Sellers has lately gathered for himself almost as much renown in this country as the Royal family. Columbia Pictures is distributing in the U.S.

"I'm All Right, Jack" is checkered by several hilarious moments and a near slapstick scene or two, but primarily it is a serious sharp-witted comedy which thrusts labor and management at each other's throats and then exposes them both for what they are at their worst. Industry's robber barons and the featherbedders of over-organized labor are put to shame, but only after the strike which is called at a bumbling missiles factory paralyzes the nation and extends itself into every man's opinion. It's plain to see that anything can happen at the factory except an honest day's effort by labor and a fair shake from management.

Cause of the trouble is Ian Carmichael, a rather dim-witted but honest young man whose spirited outlook propels him to heroic proportions. Striving to become an important man in industry, and starting from the bottom as a laborer at the factory, Carmichael works too hard for the comfort of his fellows, upsetting the intricate slowdown pattern monitored by their grumpy, socialist shop steward, Sellers. His daughter, blonde, buxom Liz Fraser, overcomes Carmichael with passion, but she too loses him in the end to a nudist camp to which he permanently retires, freed at last from society's corrupt yoke.

Sellers isn't top-billed but his clipped speech and cranky pomposity help him steal every scene he's in. Labor's side also is represented by shop stewards John Comer, Sam Kydd, Cardew Robinson, Tony Comer, Bruce Wightman and Billy Rayment. John Le Mesurier plays a twitching time-and-motion specialist afraid of reprisals from both sides in the dispute. Conniving for industry are Terry-Thomas, Richard Attenborough and Dennis Price, Malcolm Muggeridge, editor of London's *Punch* magazine, appears as moderator on a television panel show in which Carmichael exposes both sides, showing proof of a bribe offer from management and damning labor for its stupidity.

The picture doesn't end happily but morals abound. Carmichael is without his position in industry; Miss Frazer is without Carmichael; Sellers has only his shape-up whistle but not his former influence or self-respect, and the robber barons have been properly exposed. If the twentieth century had come and gone as sedately as the past one, all this trouble might have been avoided. But our accelerated society is partly to blame, and so is human nature which is both villain and victim of the piece.

Running time, 104 minutes. Release, current.

SAUL OSTROVE

FC Film Unit, Inc. Is Organized Here

Jonas Mekas, editor of *Film Culture Magazine* and film critic for *The Village Voice*, along with Adolfas Mekas, co-editor of *Film Culture*, has formed a new independent motion picture production company, The FC Film Unit, Inc. Two properties have already been acquired by the outfit. The first, "Guns of the Trees," is set to go before the cameras in July on locations in and around New York City.

The second property, slated to begin production later this year, is entitled "Hallelujah the Hills," written and to be directed by Adolfas Mekas on locations in Canada. Both films are described as low-budget features and are intended primarily for art theatre distribution, timed for a spring 1961 release.

'Branded' Grosses Big

Opening day grosses topping "Visit to a Small Planet" and "Li'l Abner" by 20 per cent are reported for Dino De Laurentiis' "Five Branded Women," a Paramount release in seven key cities. The film opened to top grosses Wednesday at the Paramount Theatre, Brooklyn; Palace, Cleveland; Allyn, Hartford; Warner and Merritt, Bridgeport; Rialto, Allentown; Loew's, Canton; and the Colonial, Dayton.

Gets 'Floyd' in U.K.

Regal Films has acquired the distribution rights of "Pretty Boy Floyd" for the United Kingdom. The film has been sold outright to the Lopez Movie Enterprises of Manila, Philippines, and will be exhibited by them in Hong Kong, South Korea, Formosa and the Philippines.

Minimum P

(*Continued from page 1*)

ing hearings on May 19, then into executive session to consid measure.

This puts the House group's ule in tandem with the Senate c tee's. It is expected to resume on the new minimum wage p on May 23. Observers think th Kennedy, sponsor of the far-re Senate wage bill, will find his ating position within the labor c tee considerably strengthened a sult of the smashing president mary victories he has scored.

2 Anti-Trust Suits

(*Continued from page 1*)

Century Theatres and Loew's T Realty Corp., charging discrim against himself, an independent itor, and asserting that the d tors favored defendant exhibi first subsequent-run bookings.

Dismissed, also, was a $1, suit filed by Eagle Shows, In mer operator of the Charles and present operator of the Eag atre here. The plaintiff charg Azteca Films, Inc., and the 18 nue B Corp., Inc., gave other ants in Manhattan preferentia ability on Spanish films.

Cooper TOA Liaiso

(*Continued from page 1*

tor between the festival and th

This year's festival will be s at the Metro from Oct. 19 Nov. 1.

"My biggest chore," Coope "will be to advise TOA memb best the organization can pron terest in the San Francisco F the only international compet the United States officially san by the International Federa Film Producers Association."

UA-Russia Exchang

(*Continued from page 1*

released in this country by Uni ists as part of the cultural ag set by the State Department Soviet government. It is a Sc Film.

F. M. Westfall Die Pioneer in Virgini

Special to THE DAILY

RICHMOND, Va., May 12. (Doc) Westfall, pioneer exhi Martinsville, Va., died this mo Duke University Hospital, in I N. C., following heart surgery will be at Martinsville on S He is survived by his wife, t and one daughter.

Lipton Due in N.

David A. Lipton, Univers tures vice-president, will arri from Hollywood on Sunday week of conferences with hon executives on promotional p "Portrait in Black." Lipton main in New York for a week.

eech Woman

producers of "The Leech have come up with some new o aid the wrinkled face of an woman who exploits an Afrintain of Youth" and becomes ess in the process of staying cience-fiction and horror film ıld go for this one.

Gray is the dissipated Ameri se—though relatively young ı the verge of alcoholic inho accompanies her scientist (Phillip Terry) to Tangansearch of an elixir that ree aging process. Terry is no n a conspirator who would the States with the magic aving his wife to the canni after she is offered a chance ke a radiant schoolgirl again, y chooses her husband to be ice, because hormones from a ın male are needed to restore ıth.

when the tonic wears off and y begins to wrinkle, she kills (John Van Dreelen) in order t his hormones. Returned to , she alternately ages and, ng a couple of more men for mones, again blossoms as a As police are about to take Gray, all wrinkles for the plunges out of her bedroom She dies, looking 150 years

Leech Woman," directed by Dein and produced by Joseph on, was adapted by David from a story by Ben Pivar cis Rosenwald. Film clips and ets are used to simulate Afries.

time, 77 minutes. Release in

Saul Ostrove

Plea to Enjoin Chessman Film

om THE DAILY Bureau

YWOOD, May 12.—Superior sworh Meyer has denied destrict attorney J. Miller petition to obtain a prelinjunction preventing exhibiJustice and Caryl Chessman" h Leavy appears, on the he could find no precedent the request.

ıit against producer Terrence and Sterling World Distribuged that Leavy participated m on the assurance it would as a television documentary, it was released later for comıse.

ımba' Big $5,455

Artists' "Macumba Love" ı big $5,455 for its world preening day engagement at the heatre in Detroit, one of the grosses recorded by a UA rethat theatre in several years, ported yesterday by the dis-

DGA Contract

(*Continued from page 1*)

with the Association of Motion Picture Producers and the Alliance of TV Film Producers, is expected to set a pattern for future contract negotiations between the AMPP and all crafts and guilds involved in television.

Pension plans, outside of the existing motion picture industry pension plan, are now expected to become part of the agreements currently being negotiated between the AMPP and television film actors, also the striking screen and television branch of the Writers Guild of America.

DGA's pension plan will be based on payments by producers of five per cent of directors salaries on theatrical films, with a ceiling of $100,000 per director per picture. For television films: producers will pay five per cent of the initial amount of the directors' salary, with a ceiling of double the initial minimum. Producers will contribute five per cent of the total salaries of assistant directors. The directors will contribute two and one-half per cent in each category.

Approximate $360,000

To establish the pension fund, producers have agreed to pay one and one-half per cent of the directors and assistant directors salaries for the period from October 1, 1953 through December 31, 1959, less the amount which producers have contributed to the existing industry pension plan on behalf of directors and assistants. This amount, approximately $360,000, will be paid in 10 equal yearly installments.

Other highlights in new DGA contract which is effective as of May 1, 1960, include:

Producers payment of two per cent of the producers receipts after deducting 40 per cent for distribution expenses on post-1960 theatrical films released to free TV. This provision is for a six-year period. Directors make no claim on pre-1960 films released to free TV.

Directors recognize pay-TV the same as theatrical exhibition. If after two years, pay-TV has had a material effect on the theatrical box office, provision is made for the reopening of the contract on theatrical minimum salary only.

The directors were given a "favored nations" clause in respect to television re-runs in the foreign market. Re-runs in the foreign market is one of the major issues in the current negotiations with the Writers Guild.

Cooper Takes Another

SAN FRANCISCO, May 12.—The Roy Cooper circuit of Northern California theatres has added another, a Palo Alto house renamed the Fine Arts and now devoted exclusively to foreign pictures. The Guild at Menlo Park long was operated on an exclusive foreign film policy.

Two other Cooper houses, the Varsity at Davis and the Vine at Livermore, frequently exploit foreign product.

Television Today

CBS Quarter Income Reported $6,829,367

Consolidated net income of Columbia Broadcasting System, Inc. for the first quarter of 1960 was $6,829,367, compared with $7,032,686 earned in the comparable period of 1959, it was announced by William S. Paley, chairman of the board, and Dr. Frank Stanton, president. The current earnings are equivalent to 81 cents per share compared with 84 cents per share (adjusted for stock dividend) earned in the first quarter of 1959.

Net sales for the quarter totaled $121,077,728, compared with $111,052,290 for the corresponding period last year. This represents an increase of approximately 9 per cent.

Clarification by Paley

Commenting on the decrease in net income for the quarter, despite a substantial increase in net sales. Paley said this resulted primarily from the cost of an unusual and intensive campaign by the Columbia Record Club to secure new members. He said that as a result of this campaign, the membership of the club—already the world's largest record club—is at the highest level in its history.

The board of directors has declared a cash dividend of 35 cents per share on its common stock, payable June 10 to stockholders of record at the close of business on May 27.

WCBS Announces New Advertising Rates

WCBS-TV has announced a new rate card, No. 21, effective June 1. Changes range from an increase of five to six per cent in prime evening spots and "The Late Show" participations to 13 per cent for "The Early Show" participations.

The top AAA 20-second rate of $2,400 will remain the same, but the annual discount will be reduced from 10 per cent to five per cent, increasing the net cost from $2,160 to $2,280.

Rates for "The Seven O'Clock Report" and "The Late News" programs remain unchanged. All current advertisers will receive three-month rate protection.

An adjustment in discount for the 11-week span from June 15 to August 29 will be granted in certain time periods such as "The Early Show" and in the daytime after 10:00 A.M. This will apply to 52-week advertisers only.

Approve Arts Council

WASHINGTON, May 12. — The House labor committee has ordered favorably reported a bill to set up a 21-member Federal advisory council on the fine arts. Motion pictures, drama, literature, radio, TV, and music would be represented on the group.

O.K. of Pay-TV

(*Continued from page 1*)

new uses for broadcasting, provided they are in the public interest. He added, however, that the Federal Communications Commission would far exceed its authority if it were ing to the installation of pay-Television.

Harris observed, with indications of approval, that the FCC's position is that it will license genuine tests and that a final decision will be sought after the results have been evaluated.

Harris denied having any knowledge whatsoever of any secret policy level decision on pay-TV. He said that, as far as he knew, the only live pay-TV proposal is Zenith's statement that it will seek authorization for a test in Hartford, Conn. Even that, he noted, is a UHF operation.

FCC sources indicated that there has been no change in the commission's position on pay-TV since its third report, which set forth the limited conditions under which it would license pay-TV experiments.

Still Hanging Fire

It was noted that the Zenith-RKO General application for ownership of a UHF station in Hartford is still up for public comment. FCC normally takes no action on proposed transfers until at least a month after they have been filed. Then the proposal is considered fully, including all relevant factual material disclosed. In this case, this would include the possibility of eventual use of the station as a medium for broadcast pay-TV. In the event of objections to the transfer, FCC would hold a hearing at which all parties would be represented.

It was pointed out, too, that FCC would have no authority to intervene if an effort were made to set up a closed-circuit TV system over wires.

At the Justice Department, it was observed that the question of pay-TV was outside its jurisdiction.

Writers Guild Canvasses Strike Situation Here

Top officials of the Writers Guild, East and West, met here yesterday to discuss the overall strike situation in both motion picture and television-radio fields.

At the conclusion of the meeting Guild officials said no statement would be issued until the councils here and in Hollywood have received and studied further strike and negotiations reports from the committees. There was nothing to indicate an immediate "break" in the Hollywood writers' strike in progress since Jan. 16 as a result of yesterday's meeting, one official said.

Ed Hartmann, national chairman of the WGA, presided.

Off the Press...

FAME

for 1960

AUDIT OF PERSONALITIES handsomely celebrating the talent responsible for the top successes of motion pictures and television throughout the preceding year, with the facts of public performance that distinguish these achievements. Thus FAME again provides — as it has done for 28 years — the only full-dress recognition of the people who create the leading productions of theatre screen and telecasting.

$3 PER COPY

QUIGLEY PUBLICATIONS • 1270 Sixth Avenue, New York 20

l
ews
at
ews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 94 NEW YORK, U.S.A., MONDAY, MAY 16, 1960 TEN CENTS

ors Hopeful

. Theatres as Gov't s Truckers

Railway Express d in Emergency

ecial to THE DAILY

T, May 15. — Michigan ere thrown into a state of ast week when the federal suddenly shut down Film ice, one of the country's stry carriers and a 40-year-.

stributors were forced to ipment by bus as the gov- aced a lien on the Detroit rs of the company as well les and cargoes in terminals the state. Seizure of the trucks took place also in

ntinued on page 7)

orary Chairmen A Meeting Named

pintment of ten West Coast cutives as honorary chair- e 13th annual convention how of the Theatre Owners , at the Ambassador Hotel geles Tuesday through Fri- 13 to 16, was announced

ontinued on page 6)

Resigns as Para. Production Head

nes, home office production and executive assistant to olman, Paramount Pictures oduction head, has submit- ignation.

as liaison between various

ontinued on page 6)

ION TODAY—page 7

ITOA Asks Columbia 'Reconsider' Trailer Plan or Supply Them Free

Independent Theatre Owners Assn. has urged Columbia Pictures to "reconsider" its recently announced plans to produce and distribute its own trailers for its product. In the event that Columbia does not do this, ITOA asks that the company furnish trailers to theatres without charge.

The request is made in a resolution passed by the exhibitor organization at a meeting in the Hotel Astor here

(*Continued on page* 3)

Levine in 4-Film Deal With Titanus, Lux

Joseph E. Levine, president of Embassy Pictures, has entered into a multi-picture co-production and distribution agreement with Italy's two major motion picture producing organizations, Titanus and Lux Film Companies of Rome.

The deals, announced in New York

(*Continued on page* 7)

Specialist in Skiatron Stock Is Cited by S.E.C.

From THE DAILY Bureau

WASHINGTON, May 15.—A specialist in Skiatron Electronics and Television Corp. stock, the subscription television company has been charged by the Securities and Exchange Commission with eight violations of the Federal securities laws. The charges cover transactions by the

(*Continued on page* 7)

$1,000,000 for Promotion of 'Ruth'

By SAUL OSTROVE

(Picture on Page 3)

Twentieth Century-Fox will put $1,000,000 into the global promotion of its $5,000,000 production, "The Story of Ruth," which will have 39 "Hollywood"-type premieres in each branch city in the U.S. and Canada beginning June 15 in Chicago, Charles Einfield, Fox vice-president, an-

(*Continued on page* 3)

Will Rogers Hospital Visit Set for June 24

Members of the board of directors of the Will Rogers Memorial Hospital, and their guests, will make their annual visit to the Saranac Lake, N. Y., institution on June 24. The annual meeting of the board, as is customary, will take place the following day at Herman Robbins' Edgewater Motel at Schroon Lake, N. Y.

The directors and their guests will

(*Continued on page* 7)

Four Portland, Oreg., Downtown Theatres Struck by Union Over Abolition of Jobs

Special to THE DAILY

PORTLAND, Ore., May 15.—Portland's four major downtown theatres have been struck by members of Local 87 International Union of Operating Engineers (AFL-CIO) in protest over the abolition of seven jobs.

The four theatres were placed on the "unfair list," according to William Sayre, recently operating engineer for J. J. Parker theatres.

Rex Hopkins, city manager for Evergreen Theatres, said the strike was authorized by national headquarters of IUOE. The struck theatres were Broadway. Orpheum, Fox, and Paramount. Members of the other unions continued to handle their regular duties. Theatres picketed continue to operate.

Wall St. Says:

Closing Deal For 20th-Fox Studio Nears

Stock Spurts in Response To Financial Area Reports

Definitive and positive action on the $56,000,000 20th Century-Fox studio realty deal reportedly will be taken in the immediate future by a Webb & Knapp subsidiary company, it was reported at the weekend.

Neither 20th-Fox officials nor spokesmen for the William Zeckendorf company would comment on the reports, which were widely circulated in the financial district over the last two market days.

In response, 20th-Fox stock ad-

(*Continued on page* 6)

Castle Film Slated For Summer Bookings

(Picture on Page 2)

Producer-director William Castle, who says he is proud to be called "the Gimmick Man" of motion pictures, has completed his latest film, "13 Ghosts," for Columbia Pictures release this July, timed to coincide with school closings for the summer.

Castle, who told the trade press Friday at the Columbia home office

(*Continued on page* 2)

Gantry, Batjac, AFM Sign TV Re-Use Pact

From THE DAILY Bureau

HOLLYWOOD, May 15. – Elmer Gantry Productions, producers of "Elmer Gantry," and Batjac Productions, producers of "The Alamo," have yielded to demands of musicians to include television re-use payment provisions in the individual hiring con-

(*Continued on page* 7)

he EAST it's
OVIELAB
for...

COLOR

BLACK
&
WHITE

FOR YOUR
SCREENINGS

Film & Tape
EDITING &
STORAGE
Rooms

MOVIELAB
BUILDING
619 W. 54th ST
NEW YORK 19,
JUDSON 6-0360

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, who returned to California last week from Tokyo, is back in New York.

•

MO ROTHMAN, executive vice-president of Columbia Pictures International, left New York over the weekend for Mexico City.

•

SAUL JEFFEE, president of Movielab Film Laboratories, will return to New York today from the Coast.

•

SAMUEL GOLDWYN and MRS. GOLDWYN will arrive in New York today from Hollywood, and will leave here on May 26 aboard the "United States" for Europe.

•

MICHAEL MINDLIN, Jr., producer, will leave New York today for Paris.

•

RALPH MARTIN, of *Seventeen Magazine*, will return to New York today from the Coast.

•

LEON COHEN, head projectionist at the Universal exhange in Philadelphia, became a grandfather last week when his daughter, MRS. AUDREY KINBERG, gave birth to a boy in Allentown, Pa.

•

B. A. GARRETT, of the Garrett Theatre, Arlington, Ga., has entered Phoebe-Putney Hospital, Albany, Ga., for surgery.

•

JOHN THOMAS, Paramount salesman in Denver, has become a grandfather for the first time with the birth of a son, RONALD CRAIG THOMAS, Jr., to his daughter-in-law.

•

JACK RIGGS, president of Riggs Booking Service, Jacksonville, has returned there from Atlanta.

check with..... national screen service for the best in SPECIAL TRAILERS

AT THE COLUMBIA "GHOST" CONFERENCE: Robert S. Ferguson, Columbia national director of advertising-publicity; producer William Castle; and Jonas Rosenfield, Jr. Columbia executive in charge of advertising and publicity.

Castle Has 'Spook' Luncheon

(*Continued from page 1*)

"spook" luncheon that he is the only producer in America with his own fan club, introduced a two-color "ghost viewer and ghost remover" to be used for the process called "Illusion-O" which is employed for "13 Ghosts." The viewer allows the theatre patron his choice of either seeing or blotting out the sight of ghosts in the color film. It contains red and blue transparent plastic lenses and, by looking through the red, viewers will be able to see the 13 ghosts in the film. Less daring viewers will be able to avoid the sight of ghosts by looking through the blue.

Castle has ordered 20,000,000 lenses for theatre use, half of them for North America and the rest for the world market. The man responsible for such film innovations as "The Tingler" and "House on Haunted Hill" will make tour extensively for "13 Ghosts" beginning next month and continuing through August. He said he is not catering to one segment of the audience with his new film but will introduce ghosts of appeal to all family members.

Castle spoke highly of the "gimmick" picture, and declared:

"There is no such thing as a B-picture anymore. A film is either successful or unsuccessful, regardless of its cost. It has an audience 'hook' or it doesn't, and that's that," he said.

To underscore his point, Castle said "The Tingler," still playing off, is headed for a gross exceeding $2,000,000. "Macabre," which cost only $80,000 to produce, grossed $1,300,000. He declined to state the cost of "13 Ghosts." It is a matter of personal policy, he stated, not to reveal the cost of a film until it has compled its playoffs.

Castle believes he is as close to his audience as any producer in the world. He plans 15 major market area tours for "13 Ghosts." His next two films—third and fourth in his five-picture contract with Columbia—will be "The Haunted," which begins production this September, and "The Doomsday Men," adaptation of a J. B. Preistley novel which will get underway in about a year. Both will be "gimmick" pictures.

Castle, who also directed "13 Ghosts," left here at the weekend for London and Paris, for conferences on the distribution of his new film and "The Tingler."

Weeks in Museum Post

HOLLYWOOD, May 15.—H. Keith Weeks, former assistant studio manager and production executive at the MGM studios, has been named staff assistant to the Hollywood Motion Picture and Television Museum commission by its chairman, Sol Lesser.

Harry Mandell to N. Y.

HOLLYWOOD, May 15. — Harry L. Mandell, vice-president of Atlantic Pictures, has left here for New York for conferences with Norton Ritchey, Allied Artists International president, and Morey Goldstein, AA's vice-president and general sales manager, regarding the major pre-release global openings of "Hell to Eternity."

Boston Outing June 13

BOSTON, May 15. — The seventh annual Boston Movie Golf Outing will be held on Monday, June 13, at the Woodland Country Club, Auburndale, Mass. A steak dinner will follow the tournament.

Rapid Film Offers Service for 8mm

A new service to repair an
8mm film has been annou
Rapid Film Technique of Lo
City. The process, known a
weld, makes available to 8mn
ers advantages previously or
able to professional film prod
others using 16mm and 35m
is pointed out.

The new Rapidweld service
film is a combination chem
mechanical process to repair
age and remove scratches. A
coating is applied to guard a
ture damage, and black scr
which often come through
eventually gouge-out a pictu
moved. In addition, Rapid
moves oil stains, fingerma
"snow" and other blemishes
are made to eliminate torn
poor splices and brittleness-
age.

$60,000 Asked t Early American

From THE DAILY Bur

WASHINGTON, May 15
propriation of $60,000 in f
has been asked for the prese
early American motion pictu
Library of Congress.

Librarian of Congress Le
Mumford told a House App
Subcommittee that if this
granted, there will remain
mated 545,000 feet of pape
be converted to safety bas
would take roughly four yea
lete the conversion of films
Library's collection. The
would be used to convert 1
of 35-mm. paper prints
cost: $51,000).

More light + slower bu lower cos NATIO TRADE MARK PROJECT CARBO

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbe Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollyw Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the w Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, C Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymon Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entere class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

th' Drive

ontinued from page 1)

Friday at a trade press con-
eld at the home office here.
most intensive all-media
ce "The Robe," Fox has
a 10-city Sunday pictorial
Hearst advertising and has
isplay ads in 15 religious
representing the three ma-

ory of Ruth" will be sold in
and on radio and television
exploitable themes—in its
a spectacular, its religious
and its love story. The stars
cture, among them Elana
art Whitman, Tom Tryon
Rodann, will make a total
city appearances and the
will be shown to civic and
groups in 60 selected cities
first two weeks in June.

TV Trailers Slated

erent TV trailers will be
peration three weeks in ad-
opening dates in each city,
to Martin Miehel, Fox rad-
ector. He said the company
loped for the first time a
of 30-second TV trailers
for "Ruth." In the past, all
spot sales have been con-
0, 20 and 10-second spots.
Corwin, who wrote the
reenplay, will film a three-
V subject in which he will
e story of Ruth from the
iblical days to the present
1.

odman, Fox advertising di-
d the ad budget for "Ruth"
ised after company execu-
a rough print of the film.
sold as a picture for the
ily, and youngsters will be
ead a special Dell comic
d on the attraction, as they
A Dog of Flanders."

lete Coverage Planned

tion director Rodney Bush
every branch and exchange
S. and Canada would be
at least two, and in some
, of the performers. They
with religious leaders, edu-
l youth groups. Miss Eden
the conference briefly on

f the 39 premieres will be
by a charitable or civic or-
which will buy out the
ening night and sell tickets
n. Twenty of the openings
e committed to such organ-

tory of Ruth," produced by
el and directed by Henry
ill open here between June
at the Paramount Theatre.

jammer' in Albany

Y. N. Y., May 15.—"Wind-
in Cinemiracle, will open an
nt at the new Hellman Thea-
on May 25, on a reserved-
. The film will be shown
ith matinees on Wednesdays,
and Sundays. A special per-
is planned for Memorial Day.

Elana Eden, star of "The Story of Ruth," was a surprise visitor to the press conference on 20th-Fox promotion plans for the picture held Friday by Charles Einfeld, vice-president.

Movielab to Register 100,000 Class A Shares

From THE DAILY Bureau

WASHINGTON, May 15.—Movielab Film Laboratories, Inc., of New York, has filed a registration statement with the Securities and Exchange Commission seeking registration of 100,000 shares of Class A common stock, including 62,500 new shares to be offered by the company and 37,500 shares now outstanding to be offered by Saul Jeffee, president and board chairman, who now holds all the Class A and Class B stock. He will continue to hold all the Class B stock.

Net proceeds to Movielab from the sale of new stock will be used for a new color developing machine which will cost about $50,000; another $50,000 will be used for additional electronic control centers for film printing machines, designed by the company and operated by punched tape; $100,000 will go for leasehold improvements; and the balance will be added to working capital.

The stock offering will be made through a group of underwriters headed by Granbery, Marache & Co. at a price and under terms to be announced later. The company has sold to Granbery, Marache & Co. at a price of ten cents per share, options expiring June 15, 1960 for the purchase of 10,000 shares of Class A stock at a price equivalent to the public offering price. Of the new shares in registration, 5,000 will be reserved initially for an offering to employees, and the underwriters have waived commissions on these.

'Day at Races' May 24 For N.E. Variety Club

Special to THE DAILY

BOSTON, May 15. — The annual "Day at the Races" sponsored by the Variety Club of New England will be held at Suffolk Downs on May 24 with Judge John Pappas again acting as host. Tickets are available at the club headquarters in the Statler-Hilton Hotel here.

Luncheon will be served at the Paddock Club.

Col. Trailers

(Continued from page 1)

late last week. Text of the resolution was released at the weekend.

ITOA points out that its members presently have service contracts with National Screen Service providing for the payment of flat weekly rental payments covering their trailer requirements, including trailers on Columbia Pictures. ITOA is "fearful," it adds, "that the Columbia trailer plan can only lead to increased costs for the exhibitor."

Points to 'Gratis' Material

In asking that Columbia, if it does not accede to the request to "reconsider," provide trailers without charge ITOA says this would not subject exhibitors to extra cost "in much the same manner as Columbia Pictures is presently furnishing gratis teaser trailers to supplement trailers received on the regular weekly basis."

The resolution concludes: "Be it further resolved, that ITOA put Columbia Pictures on notice that it will oppose, by whatever legal means is deemed necessary, any mandatory requirement for the purchase of Columbia Pictures trailers as a condition precedent to the leasing of Columbia features."

Columbia announced on April 6 that, commencing Sept. 1, this year, it would create and handle not only its own theatre trailers but posters and advertising accessories as well. A trailer department is being established at the studio in Hollywood.

Top Officials Attend

Attending the board meeting at which the ITOA resolution was passed were Harry Brandt, president; Max A. Cohen, board chairman and first vice-president; William Namenson, second vice-president; Julius Sanders, third vice-president; Norman Leff, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary; John C. Bolte, Jr., sergeant-at-arms, and additional board members Felix Bilgrey, Robert Goldblatt, Mrs. Moe Goldman, Sidney Gottlieb, Jack Hattem, Ben Knobel, Norman Leff, Howard Lesser, Martin Levine, Stewart Marshall, Melvin Miller, Ray Rhone, Jack Rochelle, Tom Rodgers and Murray Schoen.

Columbia Pictures' officials, not having received a copy of the ITOA resolution at press time, said they had no comment to make at this time.

'Hours' Tribute Set

SAN DIEGO, Calif., May 15.—The second in a series of Armed Forces Week tributes to United Artists' "The Gallant Hours" will take place this Tuesday evening at the Fox Theatre here, where the film, story of the World War II exploits of Fleet Admiral William F. Halsey, will have its West Coast premiere. James Cagney, who stars in the film as Admiral Halsey, and Robert Montgomery, producer-director of "The Gallant Hours," will be guests of honor. The event will be attended by top Naval and Marine personnel and local society.

PEOPLE

Commissioner Vincent O'Shea, Deputy Commissioner, Department of Commerce and Public Events, and **Ronald Kramer**, Bronx Borough Coordinator for the department, have been added to the panel which will discuss the subject "Easterns—New York's Own Film Image," a discourse on television and feature film production, which will take place tomorrow at 8 P.M. at the Gold Medal Studios in the Bronx. With Martin H. Poll, president of Gold Medal, as chairman, the panel will be under the auspices of the Academy of Television Arts & Sciences, with Borough President James J. Lyons of the Bronx as guest of honor.

☐

Henri Schwartzberg, film buyer for American Theatres Corp., Boston, was honored there at a breakfast at Temple Sinai, Brookline, as "The Man of the Year" for his services and devotion to the activities of the temple.

☐

J. H. "Tommy" Thompson, president of Martin and Thompson Theatres, also head of Theatre Owners of Georgia, played host to the bookers of the Atlanta exchanges at a luncheon held in the Atlanta Variety Club.

☐

Frances Coppola, in honor of her 35 years in the re-wind room at the 20th Century-Fox branch in Boston, was honored on the eve of her retirement at a catered dinner tendered her by her co-workers. She was the recipient of a gift from the members of the Employees Club.

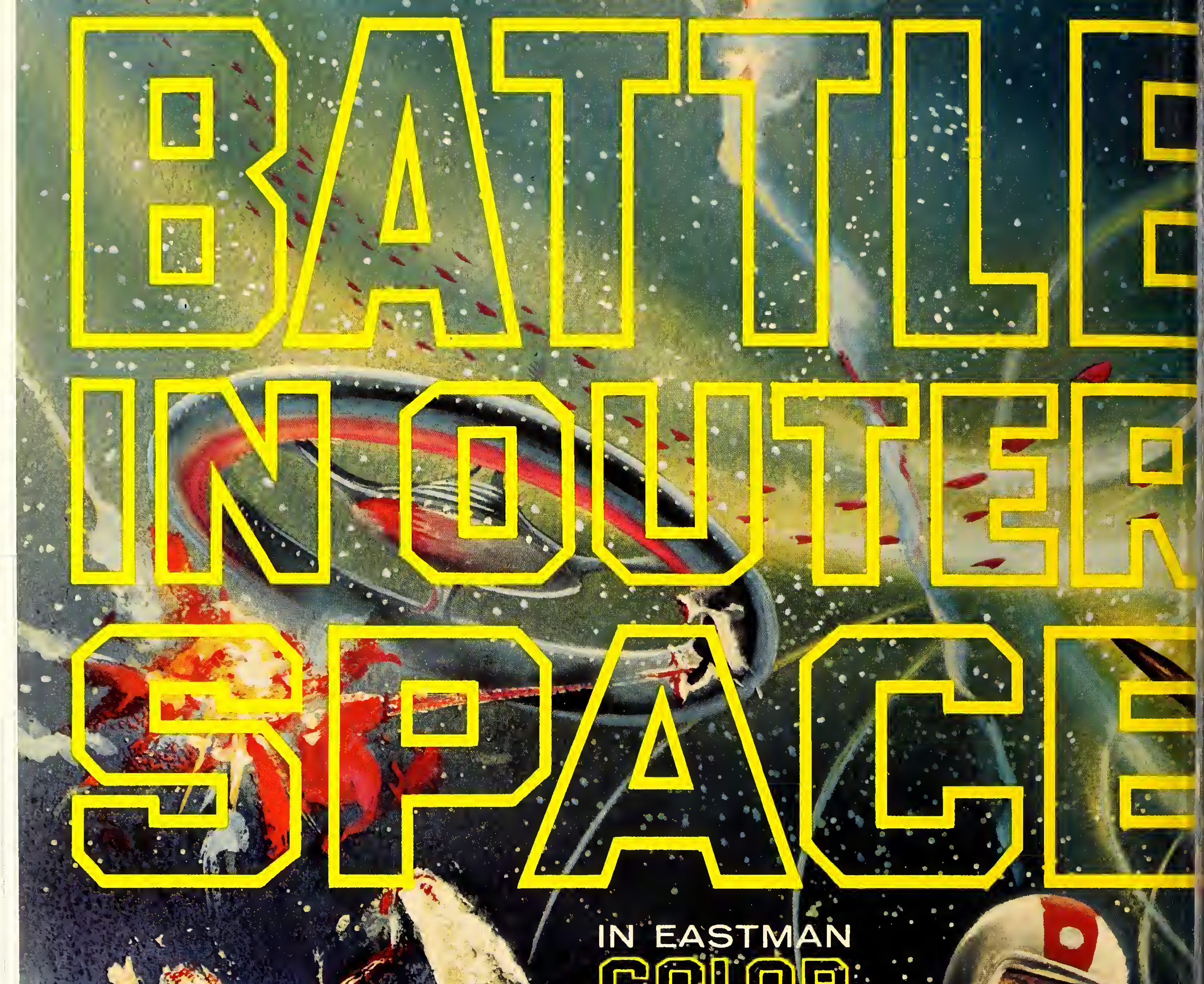
Newspaper Published on 'King of Kings' Film

The inaugural edition of the newspaper, "The Star," published by the publicity department of Samuel Bronston's forthcoming film, "King of Kings," was issued from Madrid this week in three langauges. The initial publication, a special Cannes Festival "Extra," was distributed there in hotels and various Festival headquarters by publicist Tom Carlile.

"The Star" will be mailed periodically throughout the world to the press and exhibitors under the supervision of its editor-in-chief, Harry McWilliams, publicity coordinator for "King of Kings." The paper contains photographs, stories, historical features and news information on the stars, technicians, artists and production staff now at work on the film in Madrid.

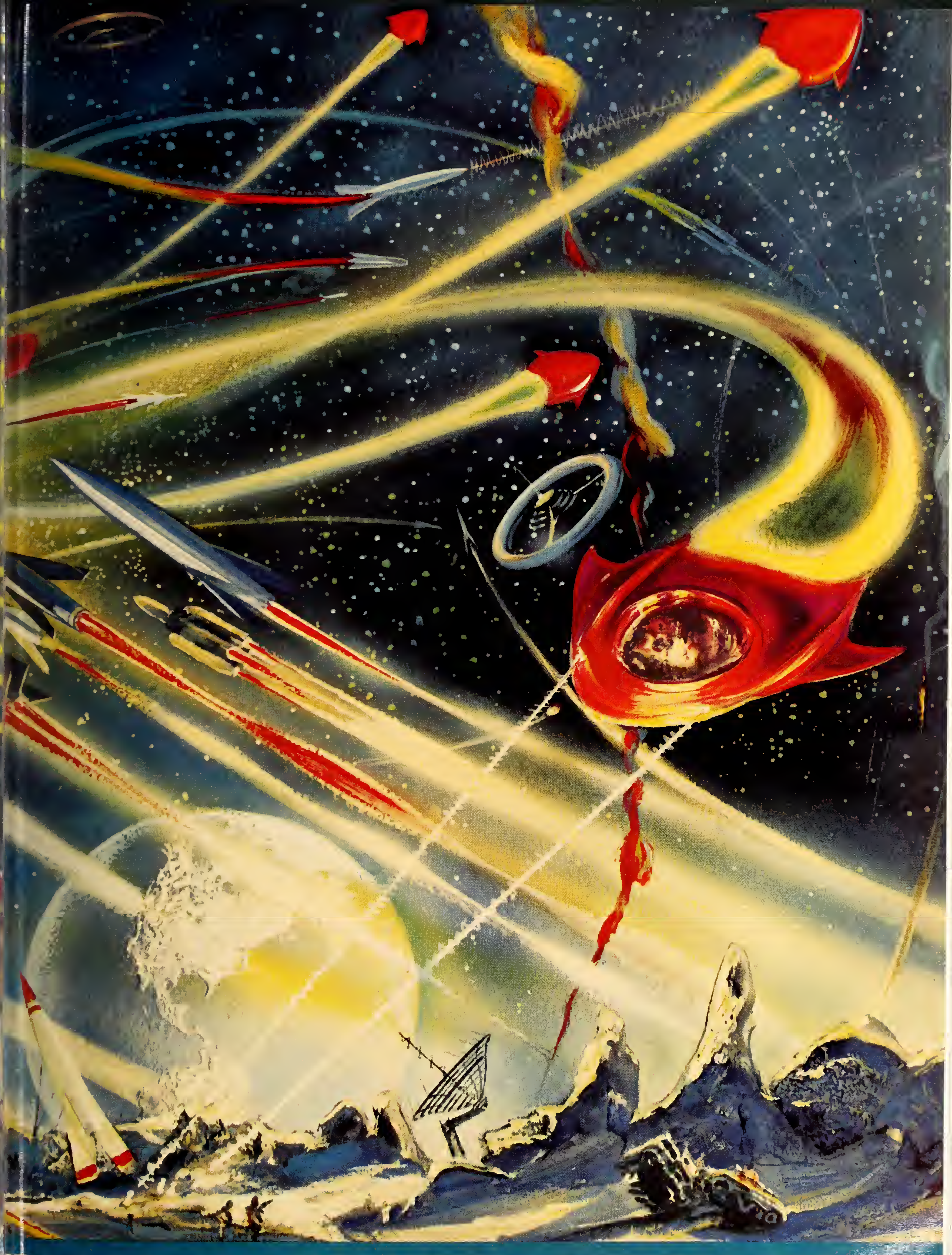
S-W Buys Conn. Theatre

BRIDGEPORT, Conn., May 15. — The Stanley Warner circuit has acquired, for an undisclosed sum, the Merritt Theatre here, from Tano Enterprises, headed by John and Thomas Frouge. S-W has been leasing the house from Tano.


BATTLE
IN OUTER
SPACE
IN EASTMAN
COLOR

BEYOND BELIEF!...BUT IT COULD BE HAPPENING NO

BATTLE IN OUTER SPACE with RYO IKEBE · KYOKO ANZAI · LEONARD STANFORD · HAROLD CONWAY · GEORGE WHYMAN



RILLS AND EXCITEMENT FROM A BILLION MILES OUT!

nplay by SKIZAWA · Based on a story by JOTARO OKAMI · Directed by INOSHIRO HONDA · Produced by TOMOYUKI TANAKA · Special Effects by EIJI TSUBURAYA · A TOHO Production · Filmed in TOHOSCOPE · FROM Columbi

Fox's Studios

(Continued from page 1)

vanced $2.50 per share on a turnover of 8,900 shares last Thursday, and closed the week's trading on Friday at 37⅞. The 1960 high is 38½.

The prospect of definitive action on the huge land deal came as a surprise to most observers who quickly noted that only two weeks ago the Zeckendorf company had obtained a second 90-day extension of the closing deadline, extending the latter from May 1 to August 1, for a consideration of $1,000 per day. The payment is applicable to the purchase price but is not recoverable by the Webb & Knapp company in the event the contract is not executed.

Stockholder Meeting Tomorrow

The reports, if borne out by subsequent happenings, should provide good news for the annual meeting of 20th Century-Fox stockholders at the home office tomorrow, coming as they do on the heels of release of the company's annual financial report which, while showing a consolidated profit for the year, revealed a loss on production of approximately $11,000,000 before application of tax credits.

Webb & Knapp's subsidiary already has paid 20th-Fox $2,500,000, which is applicable to the purchase price, apart from $1,000 daily since last Feb. 1 for extensions of the closing date.

The deal, involving the sale by 20th-Fox of a total of 260 acres of Beverly Hills real estate, provides for closings in initial and subsequent parcels, for total payments of $39,660,000 over a nine-year period, plus $16,450,000 for the 75 acres on which the studios are situated, with a lease-back provision for the studio facilities. The payment to 20th-Fox on closing is for $3,180,000.

Large Development Planned

The Zeckendorf company plans the development of an elaborate residential and business center on the property.

Several downtown brokerage houses have been buying 20th-Fox stock for some months past in anticipation of closing of the deal. Investors figure substantial amounts of the incoming cash may be applied to purchase by the company of its own stock in the open market, and its retirement, thus enhancing the value of the fewer number of shares outstanding.

Innes Resigns

(Continued from page 1)

home office departments and the Hollywood studio, Innes was aide to Holman for many years. He assisted in the handling of Paramount's Eastern and European production activities.

A native of Boston, Innes was a distribution executive for RKO before joining Paramount. As a Lt. Commander with the Navy during World War II, he served as a photographic officer, principally with the Seventh Fleet in the Southwest Pacific.

Innes will announce his future plans shortly.

REVIEW:

Head of a Tyrant

VIC-C.E.C. Prod.—

Universal—Totalscope

An interesting drama "inspired by a story in the Holy Scriptures" has been accorded lavish and careful handling in this Universal-International release of a co-production of Vic Film, Rome, and C.E.C., Paris. This tragedy of love and hate, the futility of war, and the loneliness of the conqueror, is expertly directed by Fernando Cerchio in color and Totalscope (an anamorphic process).

In the course of invading all of Asia Minor, Holophernes, who is handsomely and virily portrayed by Massimo Cirotti, and his army take over the city of Bethulie, where the true God is ordered supplanted by a statue of the Assyrian god of war. An underground movement is immediately started, with the assassination of Cirotti as its main objective.

When an attempt on his life results in a near-miss, Cirotti orders the instigators to surrender themselves at the penalty of his destroying the entire city. Learning that her brothers and her fiance are behind the uprising. Judith, a beautiful Bethulian girl, played by the comely Italian actress Isabella Corey, decides to join the entourage at the palace in a bold scheme to kill Cirotti. Her plans go awry when she dances for the conquerer and falls in love with him, and he with her. After much talk about the futility of war, Cirotti decides that, despite his feelings for Miss Corey, he must raze the city in order to save face with his army.

It is then that Miss Corey reluctantly beheads the tyrant while he sleeps, and holds up his severed head before the Assyrian soldiers, who flee the city in fear, as a bolt of lightning simultaneously destroys their god.

The dubbing is fair, as the voices come through more as recitations than as conveying the emotions of the cast. The color photography and the musical score are both on the credit side. Running time, 94 minutes. Release, in May.

SIDNEY RECHETNIK

10 Honorary Chairmen

(Continued from page 1)

at the weekend by Albert M. Pickus, TOA president.

Naming of the 10 men marks a departure from TOA's normal procedure of appointing a single honorary chairman. Pickus said more men were selected this year because it will be the first time in five years that TOA has held an annual meeting on the West Coast, and it was TOA's desire to honor as many of the exhibitor leaders as possible.

The honorary chairmen are, in alphabetical order: Art Adamson, theatre executive of Portland, Ore., and former TOA executive committeeman; Abe Blumenfeld, president of Blumenfeld Theatres of San Francisco and a TOA vice-president; Will J. Conner, president of Hamrick Theatres of Seattle, Wash.; and long active on TOA committees; Roy Cooper, president of West-Side Valley Theatres of San Francisco, and chairman of TOA's executive committee; Sherrill Corwin, president of Metropolitan Theatres of Los Angeles, and long active on TOA committees.

Also, Albert Forman, president of Forman Theatres of Portland, Ore., and a TOA vice-president; Burton I. Jones of the Capri Theatre of San Diego, Calif., and a TOA vic dent; M. Spencer Leve, presi NT&T Theatres, Inc., of Los and an assistant to the presi TOA; J. J. Rosenfield, presi Favorite Theatres of Spokane, and an assistant to the presi TOA; and Dwight L. Spracher, tor executive of Seattle, Wash. member of TOA's executive tee.

FORTHCOMING RELEASES

ABBREVIATIONS: AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

► MAY

AA—RAYMIE: David Ladd, Julie Adams
AIP—CIRCUS OF HORRORS, cs, c: Anton Diffring, Erika Remburg
COL—THE KILLERS OF KILIMANJARO, cs, c: Robert Taylor, Anne Aubrey
COL—MAN ON A STRING: Ernest Borgnine
COL—STRANGLERS OF BOMBAY: Guy Rolfe, Allen Cuthbertson
COL—THE ELECTRONIC MONSTER: Rod Cameron, Mary Murphy
MGM—THE GIANT OF MARATHON, cs, c: Steve Reeves, Marlene Demongeot
MGM—PLATINUM HIGH SCHOOL: Mickey Rooney, Dan Duryea
PAR—PRISONER OF THE VOLGA, c: John Derek, Elsa Martinelli
PAR—FIVE BRANDED WOMEN, te: Van Heflin, Silvana Mangano
20-FOX—THE IDIOT: Russian film
20-FOX—OSCAR WILDE: Robert Morley
20-FOX—CRACK IN THE MIRROR, cs: Orson Welles, Juliette Greco
20-FOX—FLAME OVER INDIA, c: Kenneth More, Lauren Bacall
20-FOX—VALLEY OF THE REDWOODS, cs: John Hudson, Lynne Bernay
UA—THE FUGITIVE KIND: Marlon Brando, Anna Magnani
UA—THE GALLANT HOURS: James Cagney
UA—NOOSE FOR A GUNMAN: Jim Davis, Ted De Corsia
UNI—OTHELLO: Russian film
UNI—THE COSSACKS, c: Edmund Purdom, John Drew Barrymore
WB—SGT. RUTLEDGE, c: Jeffrey Hunter, Constance Towers
WB—MALAGA: Trevor Howard, Dorothy Dandridge

► JUNE

AA—PAY OR DIE: Ernest Borgnine, Zohra Lampert
AIP—JAILBREAKERS: Robert Hutton, Mary Castle
AIP—WHY MUST I DIE?: Terry Moore, Debra Paget
COL—THE MOUNTAIN ROAD: James Stewart, Lisa Lu
COL—MY DOG BUDDY: Ken Curtis
COL—TWELVE TO THE MOON: Ken Clark, Anthony Dexter
COL—BATTLE IN OUTER SPACE, c: Ryo Ikebe, Kyoko Anzai
MGM—THE ADVENTURES OF HUCKLEBERRY FINN, cs, c: Tony Randall, Patty McCorr
PAR—WALK LIKE A DRAGON: Jack Lord, Nobu McCarthy
20-FOX—WILD RIVER, cs, c: Montgomery Clift, Lee Remick
20-FOX—TWELVE HOURS TO KILL, cs: Nico Minardos, Barbara Eden
20-FOX—OPERATION AMSTERDAM: Peter Finch, Eva Bartok
20-FOX—SEPTEMBER STORM, cs, c: Mark Stevens, Joanne Dru
20-FOX—BOBBIKINS, cs: Shirley Jones, Max Bygraves
UA—MACUMBA LOVE, c: Ziva Rodann
UA—THE MUSIC BOX KID: Ronald Foster, Luana Patten
UNI—BRIDES OF DRACULA, c: Peter Cushing, Freda Jackson
UNI—THE LEECH WOMAN: Coleen Gray, Grant Williams
WB—HANNIBAL, c: Victor Mature, Rita Gam

► JULY

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien
AIP—HOUSE OF USHER, c. cs: Vincent Price, Mark Damon
COL—SONG WITHOUT END, c, cs: Dirk Bogarde, Capucine (special handling)
COL—STRANGERS WHEN WE MEET, c, cs: Kim Novak, Kirk Douglas
COL—STOP! LOOK! AND LAUGH!: Three Stooges
COL—THIRTEEN GHOSTS: Charles Herbert, Jo Morrow
MGM—THE BELLS ARE RINGING, c, cs: Judy Holliday, Dean Martin
PAR—THE BELLBOY: Jerry Lewis, Corinne Calvet
PAR—THE RAT RACE, c: Tony Curtis, Debbie Reynolds
PAR—TARZAN THE MAGNIFICENT, c: Gordon Scott, Betta St. John
20-FOX—THE STORY OF RUTH, c, cs: Elana Eden, Stuart Whitman
20-FOX—THE LOST WORLD, c, cs: David Hedison, Jill St. John
20-FOX—FROM THE TERRACE, c, cs: Paul Newman, Joanne Woodward
20-FOX—ONE FOOT IN HELL, c, cs: Alan Ladd, Don Murray
20-FOX—TRAPPED IN TANGIERS, cs: Edmund Purdom, Genevieve Page
UA—THE APARTMENT: Jack Lemon, Shirley MacLaine
UA—CAGE OF EVIL: Ronald Forster, Pat Blair
UA—FLAMES OVER POMPEII, c: Steve Reeves
UNI—DINOSAURUS, c, cs: Ward Ramsey, Kristina Hanson
UNI—PORTRAIT IN BLACK, c: Lana Turner, Anthony Quinn
WB—ICE PALACE, c: Richard Burton, Robert Ryan
WB—HERCULES UNCHAINED, c: Steve Reeves

ch. Theatres

Continued from page 1)

:oo, Grand Rapids and at other The government's reason for its said to have been for trust counts, as well as for excise hholding taxes. The amount in- is said to total $70,424.

Smith, executive vice-presi- Cooperative Theatres of Michi- ed as coordinator in securing ease of distributors' property etting up the system of emer- elivery.

n 20 miles of Detroit the ex- are picking up and delivering s. Beyond this area the Grey- buses are taking over. Because normous load involved in serv- 00 theatres, Railway Express being used.

tuations where buses do not the cans are dropped at the point, after which the exhibi- s up and delivers.

rding to Milton H. London, no uses are expected immediately sult of the situation. It was out, however, there is no way mining if and when the service trucking company will be re- Reports tell of no theatres actu- sed, although it is feared that iburban houses and others out- the state, may be forced to wn.

ne Deal

Continued from page 1)

weekend by Levine, will result major pictures being delivered assy within the next 18 months. and his company are currently ng for the early summer release rcules Unchained," being dis- l by Warner Brothers.

agreement with Titanus calls ibassy to have the U.S. and an distribution rights to is of Joy," comedy-drama star- nna Magnani, Ben Gazzara, and Fred Clark, now being in Rome.

assy, in addition, will co-pro- ith Titanus an adventure drama The Thief of Baghdad," to be in color in Italy and Morocco. sy's distribution rights on "The of Baghdad" will cover the market with the exception of nd France.

arrangement with Lux encom- the current "Morgan the Pirate," fore the color cameras in Rome Andre De Toth's direction with Reeves, the star of Levine's les Unchained," portraying the ary buccaneer. Embassy will ne U.S. and Canadian rights.

Lux contract also calls for Em- to co-produce with them an ate adventure drama with the of the Arabian Nights. The film, untitled, will be photographed r. Levine will control the world for this production, again with ception of Italy and France.

agreements were negotiated by in New York with Dr. Gurgo- of Lux and Lee Steiner, U.S. entative of Goffredo Lombardo anus.

Mills Asks Withdrawal Of FCC Nomination

From THE DAILY Bureau

WASHINGTON, May 15.—Edward K. Mills, Jr., nominated by President Eisenhower to the Federal Communications Commission, has written the President suggesting that it "might be best" if the nomination were withdrawn. The suggestion was made in a letter to the White House, written because the Senate commerce committee has raised a question of conflict of interest in Mills' appointment.

Mills and his brother are the beneficiaries of an irrevocable trust set up by their father. The trust holds General Electric and Westinghouse stock, and both firms are in the communications field.

Skiatron Specialist

(*Continued from page* 1)

firm of Re, Re & Sagarese and two of its members in eight stock issues other than Skiatron.

The S.E.C. proceedings seek to determine whether the firm's broker-dealer registration should be revoked and whether the two Res should be suspended or expelled from membership in the American Exchange. A major charge is that they distributed large blocs of securities in which they were specialists but which had not been registered with the S.E.C. under its full disclosure requirements.

Similar charges figured in the recent S.E.C. hearings on transactions in the Skiatron stock, which has been suspended from trading for several months past.

Gantry and Batjac

(*Continued from page* 1)

tracts. The musicians, acting upon the suggestion of Herman Kenin, president of the American Federation of Musicians, had refused to sign individual waivers of re-use rights.

The agreement, signed by company at the weekend, also guaranteed that any settlement made with the major motion picture studios concerning re-use payments would also apply retroactively to "Elmer Gantry" scoring.

The company also agreed not to use the sound track for any purpose other than exhibition of the film.

Specifically included was re-use payment for musicians, should any portion of the sound track be used to make a phonograph recording.

Rogers Hospital

(*Continued from page* 1)

leave New York City by chartered bus on Thursday morning, June 23, and will spend the night at Edgewater Motel. The following day will be spent at the hospital in inspection of the facilities, clinical meetings, the annual luncheon meeting with the hospital staff and patients, and in hearing reports on future plans dealing with research and enlarged facilities.

Friday night also will be spent at Edgewater Motel and, following the annual board meeting Saturday morning, the party will return to New York by bus.

Television Today

Self-Regulation for Industry Urged

Special to THE DAILY

MINNEAPOLIS, May 15.—Broadcasting and advertising can continue and survive only by self-regulation, members of the Minneapolis Ad Club were told here at the weekend in a luncheon address by James A. Stabile, vice-president, standards and practices, of the National Broadcasting Company.

Speaking on the subject, "Meeting the Challenge to Broadcasting," Stabile discussed the industry's and NBC's efforts to correct abuses, establish needed standards and provide safeguards.

Stabile pointed out the broadcaster's responsibility to the public in providing the programs it wants and at the same time maintaining high standards. "We are obligated to present a service which will make a real contribution to the varying tastes and interests of the audience by presenting a balanced program schedule," he said.

Predicting that broadcasting would overcome its hurdles, Stabile concluded by stating that the industry would continue to serve the public interest, gain impact from improved technical procedures, and remain aware to program and advertising standards.

NAB Policy Committee Reorganizes Staff

From THE DAILY Bureau

WASHINGTON, May 15.—The policy committee of the National Association of Broadcasters has announced a replacement for Thad H. Brown, Jr., who is resigning as NAB vice-president for television, and instituted a reorganization of the association's headquarters staff structure. Charles H. Tower, a veteran member of the staff and manager of broadcast personnel and economics, was elevated to the post of vice-president for television, succeeding Brown will who leave NAB following the board of directors meetings in June to return to private law practice. A successor to Tower has not yet been named.

The reorganization is effective immediately. Vincent T. Wasilewski, manager of government relations, was named director of governmental affairs. The NAB's legal department will be part of this new division. Wasilewski also was instructed by the policy committee to add another man to his government affairs staff. The staff now consists of Wasilewski and his assistant, Jerome P. McGranaghan.

Howard H. Bell, assistant to the president for joint affairs, was named director of industry affairs. The following departments will be under his new division: engineering, public relations, research, broadcast personnel and economics, station relations, and organizational services.

Who's Where

John Pival, vice-president in charge of television for WXYZ, Inc., Detroit, has been elected president of that corporation. Since 1946 Pival has been associated with the station, which operates the American Broadcasting Company owned-and-operated radio and TV stations in Detroit, WXYZ and WXYZ-TV.

☐

H. I. Bucher has joined the American Broadcasting Company as assistant general counsel. He comes to ABC from National Telefilm Associates, Inc., where he was general attorney from 1955 to 1960.

☐

The agency division of Bonded TV Film Service has announced the following promotions: **Ward Barnes,** former general sales manager, to vice-president in charge of agency sales; **Alex Leslie,** former national coordinator of sales, to general sales manager of agency sales, and **Laura Ryan** to agency services supervisor.

White Elected Head of TV New York Academy

Henry S. White, director of program procurement for Screen Gems, Inc., was elected president of the New York Chapter of the Academy of Television Arts and Sciences at a meeting of the board of governors at the Hotel Warwick last week. White has served on the Academy's board since the founding of the chapter in 1955, making important contributions as chairman of the activities committee and as first vice-president. He succeeds Walter Cronkite, who remains in office as president of the National Academy.

David Susskind Elected

David Susskind, vice-president of Talent Associates, was elected first vice-president of the chapter; Betty Furness was elected second vice-president; Royal E. Blakeman, attorney, was re-elected secretary; and Thomas W. Moore, vice-president in charge of programming and talent, ABC Television Network, was re-elected treasurer.

Standing committee chairmen were appointed by the board of governors as follows: Ben Grauer, NBC news commentator, awards committee; Larry Lowenstein, director of Rogers & Cowan's New York public relations office, activities committee; Robert F. Lewine, CBS Films vice-president, membership committee; Miss Furness, co-chairman of the membership committee; Blakeman, legal committee; and Syd Eiges, NBC vice-president, public information, public relations committee.

An important message

we have prepared for your customers!

Use it in every ad!

HOW MANY PEOPLE DO YOU SEE HERE?

SIX?

WE SAY THERE ARE ONLY

THREE!

"Because of the unique conception of the story and the fact that for the first time in motion picture history, three stars give six characterizations, it is essential that you see 'Crack in the Mirror' from the very beginning. We do not offer this advice arrogantly or with the slightest capriciousness or as a theatrical 'gimmick', but rather as a guide to your complete enjoyment of this motion picture!"

Darryl F. Zanuck

Darryl F. Zanuck

DARRYL F. ZANUCK'S

CRACK IN THE MIRROR

Reflecting a new ***EXCITEMENT*** *in motion pictures...* ***FROM 20th!***

STARRING

ORSON WELLES · JULIETTE GRECO · BRADFORD DILLMAN

Featuring

ALEXANDER KNOX

Directed by

RICHARD FLEISCHER ·

Based on the novel by

MARCEL HAEDRICH

CINEMASCOPE

A Darryl F. Zanuck Productions, Inc. Picture

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 95 NEW YORK, U.S.A., TUESDAY, MAY 17, 1960 TEN CENTS

s Industry

nsor Cuts Ontario Hit -Time High

l Reports 'Treatment' . S. Pictures Mounts

Special to THE DAILY

ONTO, May 16. — Films from ited States requiring "treat- and "restrictions" by the On- ard of Censors mounted to an high last year, according to nual report of O. J. Silver- chairman of the board.

number of films from Holly- ecreased last year, he pointed ng less than 50 per cent of the mber reviewed by the board. ork of the board was made however, he said, by the of a large section of the Amer- lustry "of offering certain to- entertainment" and presenting with considerable freedom of on."

thorne also commented on the e" in any appreciable quan- film features which could be

Continued on page 4)

Names Feinstein ittsburgh Zone

y Feinstein, Stanley Warner anager in New Haven, has been red to operate the larger rgh zone, covering Western lvania, upper New York, Ohio, est Virginia, it was announced ry M. Kalmine, vice-president neral manager of Stanley War- cuit.

stein has spent his whole show

(*Continued on page* 4)

S.E.C. Exemption Bible-Film Stock

From THE DAILY Bureau

LYWOOD, May 16. — The ent Pictures Corp. plan to raise),000 by public subscription at r share to produce a Biblical The Son of God," was blocked ial of exemption from the Se- and Exchange Commission. administrator Paul Windels is

(*Continued on page* 5)

Over 100 Exhibitors to Attend Herald Merchandising Meets

Over 100 exhibitors representing 37 circuits in all parts of the country will gather in the Grand Ballroom in the Gotham Hotel here tomorrow morning for the opening session of the fourth series of Merchandising Conferences sponsored by *Motion Picture Herald*.

For three days, through Friday, the showmen will preview five films and discuss promotional possibilities for the product.

At the opening session tomorrow

(*Continued on page* 2)

WB Sales Meet Here Thursday and Friday

Warner Brothers will hold a two-day sales meeting Thursday and Friday in the home office here devoted to the line-up of pictures that will be released during the remainder of the year, with special emphasis on impending summer releases. All the films are in color.

The focus of attention at the sessions will be the distribution and pro-

(*Continued on page* 4)

'Dinosaurus!' Made as Family 'Fun' Film

By SAUL OSTROVE

Producer Jack H. Harris, who made "The Blob" and "4-D Man" for less has spent more than $500,000 in his latest picture, "Dinosaurus!" But he and his distributor, Universal Pictures, said here yesterday the money was well spent because this latest is a family "fun" picture.

"I want my pictures to be success-

(*Continued on page* 5)

Paramount Sales Drive Will Honor Weltner

A six-months sales drive will be conducted by Paramount Pictures in honor of George Weltner, vice-president in charge of world sales beginning this week in the U.S. and Canada.

George Weltner

Termed "Paramount's Salute to George Weltner," the program will be a tribute to the sales executive for his outstanding record of leadership during his 38-year associa-

(*Continued on page* 5)

Technicolor Earnings on Rise; Clark Optimistic for '60 Results

By JAMES D. IVERS

Earnings after taxes of Technicolor Corp. and its subsidiaries have advanced from a loss of two cents per share in the first 16 weeks of 1959 to a net profit of 13 cents per share in the first 16 weeks of 1960. John R. Clark, Jr., new president of the company, announced this gain to the stockholders at the first annual meeting of stockholders since the change in management at the end of last year.

Consolidated net sales of the company for the 16 weeks ended April 16, 1960 were $8,818,593 as compared with $8,023,773 for the first 16 weeks of 1959, a company-wide sales increase of 10 per cent. Earnings before taxes on the 1960 sales were $538,959 compared with a loss of $107,131 for the corresponding

(*Continued on page* 5)

NSS Completes Trailers For Two British Films

National Screen Service has completed two specially designed trailers for two British films, "Battle of the Sexes" and "Expresso Bongo," being released in this country by Continental Distributing Corp. The trailers utilize techniques developed by NSS as the result of a study by the company of

(*Continued on page* 4)

With $1,600,000

Say 4 Circuits Will Back New Production

Report S-W, AB-PT, RKO, Loew's Approve Fund

Officials of four major circuits yesterday would neither confirm nor deny widely circulated reports that their companies had authorized, at least conditionally, appropriations of $400,000 each to help launch a new production-distribution company.

Formation of the company is being advocated by the American Congress of Exhibitors, which with other exhibitor units, has been seeking means of increasing the supply of product for some time.

The companies which reportedly either have approved appropriations of $400,000 each or plan to do so in the near future are Stanley Warner, American Broadcasting - Paramount Theatres, Loew's and RKO. The approvals are said to be conditioned on a minimum quota for the new company being subscribed and on reach-

(*Continued on page* 4)

PCA Upheld on Code Seal Denial to 'Candy'

The Production Code Review Board yesterday voted to uphold the Production Code Administration in withholding a certificate of approval from the British-made feature, "Never Take Candy from a Stranger."

The appeal had been taken by Columbia Pictures, which held American distribution rights to the film. The code seal had been denied on the

(*Continued on page* 5)

Loew's 72nd St. Sold; Plan Apartment on Site

Loew's Seventy-Second Street Theatre, long a landmark of upper Third Avenue has been acquired from Loew's Theatres by the Tishman Realty and Construction Co. and will be torn down by the organization to make way for a 20-story luxury apartment building, it was announced here

(*Continued on page* 5)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Metro-Goldwyn-Mayer, Inc., has returned to New York from Europe.

•

JIMMY MCHUGH, composer and partner in the firm of Levine-McHugh Publishing Corp., has arrived in New York from Hollywood.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has returned there from Florida.

•

LOUIS D'ALESSIO, assistant production manager for S.O.S. Cinema Supply Corp., here has entered Long Island College Hospital for treatment.

•

MO ROTHMAN, executive vice-president of Columbia Pictures International, has left New York for Mexico City.

•

WILLIAM G. REICH, vice-president of American International Pictures Export Corp., has left New York for Argentina.

•

SYDNEY GOODMAN, managing director of Archway Films of London, and MRS. GOODMAN will arrive in New York today from England.

•

LEN WAYLAND, TV and stage actor-producer, will leave here by plane today for Chicago with the rest of the east of "U.S.A.," for performances there.

•

NAT RUDICH, general representative for Otto Preminger, has returned to New York from Israel.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
DORIS DAY • DAVID NIVEN
"PLEASE DON'T EAT THE DAISIES"
JANIS PAIGE • SPRING BYINGTON • RICHARD HAYDN
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
AND GALA NEW STAGE SPECTACLE

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

ACE Seeks Compo Aid In Research Support

A resolution of the American Congress of Exhibitors was forwarded to Compo over the weekend, asking that Compo use its good offices with the Association of Motion Picture Producers to effect a reversal of AMPP's decision to abandon financial support of the Motion Picture Research Council.

A resolution, resulting from a report to the recent ACE meeting in New York, by Max Cohen, chairman of the ACE industry research committee, detailed the ACE position that "the functions and research achievements of MPRC have been invaluable to the entire motion picture industry," and that its discontinuance is deemed by ACE as an "industry-wide disservice."

The resolution calls upon Compo to use every effort to effect a reversal of AMPP's decision.

AA Official, Suspected Of Spying, Is Released

William Osborne, Allied Artists International representative, who was held in Beirut last week by Lebanese police on suspicion of espionage, has been released and has proceeded to Karachi, Norton Ritchey, AA Internatioinal head, said here yesterday.

Osborne, who was charged with having tried to mail documents in Hebrew, identified the papers as contracts for exhibition of AA films in Israel. When presented for registered mailing, they were turned over to a censor, who called in security officials.

Kurtzman Is Exhibitor W. R. Hospital Chairman

Charles E. Kurtzman has been appointed national exhibitor chairman of the Will Rogers Hospital, succeeding the late M. A. Silver, it was announced by A. Montague, Hospital president.

Kurtzman is special representative for Eugene Picker, president of Loew's Theatres, and John F. Murphy, executive vice-president. Kurtzman was exhibitor chairman for the Hospital in Boston before coming to the Loew's circuit New York office.

Catholic Actors Plan Communion Breakfast

The Catholic Actors' Guild annual communion breakfast will be held at the Hotel Piccadilly here next Sunday at 11 A.M. Three hundred persons will attend.

Featured speakers will be comedian Jack Haley and Mrs. Christopher Wyatt, theatre critic. Singer Lee Sullivan and comedienne Pat Carroll and entertain. Others on the dais will be Walter Kiernan, Catholic Actors' Guild president; Horace McMahon, breakfast chairman; and members of the Catholic clergy.

Film Company Dividends Up Sharply for April

From THE DAILY Bureau

WASHINGTON, May 16. – Dividends paid by motion picture companies issuing public reports totaled $1,072,000 in April, up sharply from the $678,000 reported in the same month a year ago. For this year's first four months, film companies paid a total of $7,092,000 compared with $7,752,000 last year.

In the economy as a whole, cash dividend payments were $870 million. Total for the year's first third was $4.2 billion, an increase of 7 per cent from 1959.

Religious Groups Will Attend 'Ruth' Showings

"The Story of Ruth" will be screened this week for a large number of religious groups, Charles Einfeld, 20th Century-Fox vice-president, announced yesterday. Samuel G. Engel, producer of the film, arrived here from the coast with the finished print yesterday.

Editors of the religious press will see the picture today and screenings are scheduled tomorrow for the Anti-Defamation League of B'nai B'rith and the foreign language press. On Thursday a group of 300 high school and college newspaper editors will hear an address by Engel and star Elana Eden before seeing the film. Friday representatives of the National Council of Protestant Churches and the National Conference of Christians and Jews will attend, as will women's clubs groups.

'Private Property' Set For Stratford Festival

"Private Property," a Citation Films' release, has been selected as the first of the seven feature-length entries for the first Stratford international film festival, to be held at the Stratford Theatre in Stratford, Conn., in July, it was announced jointly by Albert M. Pickus, festival chairman, and Val Chevron, festival executive director.

The festival, designed to furnish a showcase for outstanding imported and American films, will start Wednesday, July 13. Seven pictures will be selected, each to be shown one evening during the seven day period. Each will receive a special festival citation in recognition of participation.

UJA Dining Myron

Maurice Myron, supervisor of foreign traffic for Universal Pictures, today will be guest of honor at a luncheon in the Park Lane Hotel tendered him by the travel agents division of the United Jewish Appeal.

'Herald' Me

(*Continued from page 1*)

there will be a round table disc
on product merchandising and a
on newspaper censorship. Ir
afternoon the exhibitors will se
discuss Columbia's "Song W
End," and in the evening J
Levine's "Hercules Unchaine
Warner Bros. release.

Pictures to be shown and dis
in the following two days are
versal's "Portrait in Black," 20tl
tury-Fox's "Crack in the M
MGM's "Bells Are Ringing,"
United Artists' "The Apartmen

Circuits to be represented i
Interstate Circuit, Walter
Theatres, Skouras Theatres, C
States Theatres, John C. Bolt
cuit, Florida State Theatres, C
Circuit, Butterfield Circuit, S
Warner Corp., Schine Circuit, I
Theatres, RKO Theatres,
Theatres, N T & T Amusement
AB-PT, Randforce Amusement
R & F Theatres, Kerasotes Th
Shea Enterprises, Tri-State Th
Independent Theatres, Inc.,
mountain Theatres.

Also E. M. Loew's, Smith M
ment Co., Lockwood & Gordo
terboro Circuit, Comerford Th
Commonwealth Theatres, F
Theatres, Rappaport Theatres, C
Indianapolis Amusement Co.,
east Drive-In Theatre Corp.,
Lux Theatres, Associated Pru
Theatres, Jamestown Amuseme
Snaper Theatres, and Neighb
Group of Motion Picture Thea

Cooper Named Par Ass't. Publicity Hea

Saul Cooper has been appoin
sistant publicity manager of Para
Pictures, it was announced by
Davis, national advertising, pu
and exploitation manager.

Cooper, who joined the co
two years ago as publicity coor
on Cecil B. DeMille's "The
neer," will continue as national
zine contact in the publicity
ment managed by Harold Ran
viously, Cooper was publicity h
Dudley Pictures Corporation
the production of "Cinerama
Seas Adventure" and for sever
was affiliated with the Lynn
publicity office as an account
tive.

Report Action Near Foreign Investment

From THE DAILY Bureau

WASHINGTON, May 16.–T
eign investment incentive tax a
be taken up by the House on
day. The bill has been revised t
its tax-deferral benefits to U.S
panics operating in under-dev
foreign countries.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood I Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bur Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $.2 foreign. Single copie

THE "DRACULA" BOXOFFICE DRIVE IS ROLLING WITH THAT BIG UNIVERSAL SUPPORT!

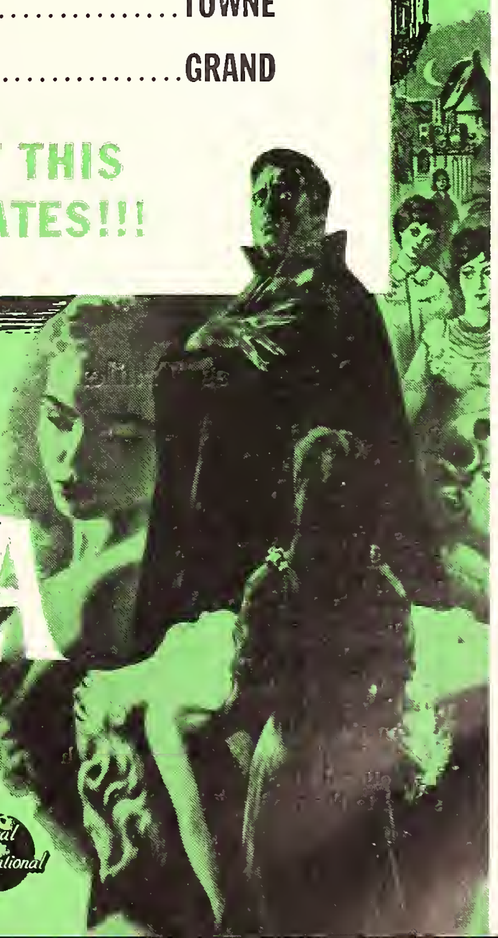
SPEARHEADED BY THESE SATURATION AREA BOOKINGS THROUGHOUT THE COUNTRY!

...BEGINNING THE FIRST WEEK IN JUNE

LOS ANGELES, CALIF.	MULTIPLE RUN	NEW ORLEANS, LA.	JOY
DENVER, COLO.	LAKESIDE, D.I.	COLUMBUS, O.	MULTIPLE RUN
ATLANTA, GA.	PARAMOUNT	DAYTON, O.	SHERWOOD & DIXIE DRIVE INS
INDIANAPOLIS, IND.	INDIANA	SAN FRANCISCO, CALIF.	GOLDEN GATE
KNOXVILLE, TENN.	RIVIERA	PORTLAND, ORE.	BROADWAY
BIRMINGHAM, ALA.	EMPIRE	MILWAUKEE, WISC.	TOWNE
CLEVELAND, O.	EMBASSY	CINCINNATI, O.	GRAND

SEE YOUR UNIVERSAL MAN NOW ABOUT THIS "CHILLER" FOR YOUR HOTTEST SUMMER DATES!!!

The most evil, blood-lusting Dracula of All!



BRIDES of DRACULA

TECHNICOLOR®

Starring PETER CUSHING · FREDA JACKSON · MARTITA HUNT · YVONNE MONLAUR
Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY · Directed by TERENCE FISHER
Produced by ANTHONY HINDS · Executive Producer MICHAEL CARRERAS · A Hammer Film Production
A Universal-International Picture

Universal International ®

WGA Vote Will Set Pattern For New Pacts with AMPP

From THE DAILY Bureau

HOLLYWOOD, May 16. – An official ballot of members of the Screen writers branch of the Writers Guild of America attending a meeting tonight in the Beverly Hilton Hotel will become a guidepost for the WGA's negotiating committee in considering a "package proposal" made by negotiators of the Association of Motion Picture Producers for a settlement of the writers strike against the major producing companies, it was disclosed this afternoon.

Censor Cuts

(*Continued from page* 1)

commended as wholesome entertainment for the whole family."

"It is suggested that if the industry can so conduct itself as to meet the criticism it is facing, abatement of censorship as applied in Ontario can be expected. Otherwise, restriant on distribution to the disadvantage of producer and exhibitor alike is to be anticipated."

Silverthorne said that the board had a responsibility to the mentally immature who watch motion pictures, particularly those films which portray society at its lowest level.

The report expresses appreciation for understanding from the various media of communication, with much of its problems solved through the "adult" and "restricted" classifications.

Turning to the question of advertising Silverthorne said "a considerable portion" of the advertising submitted had to be rejected or returned to the distributor for revision. He said some producers used their material to "shock" patrons into a theatre, while others used discretion.

Silverthorne said 485 features were submitted to the board, a decrease of 82 from the 567 viewed during the previous year. By country of origin: USA–230; Italy–89; Great Britain–63; West Germany–24; Greece–21; USSR–13; France–11; Japan–11; Hungary–6; Macedonia–4; Yugoslavia–3; China–2; Poland–2; and Canada, Czechoslavia, India, Israel, Ukrainian and Mexico, one each.

NSS Completes Trailers

(*Continued from page* 1)

the specialized selling needs of art films and theatres in the U.S., according to Burton E. Robbins, NSS vice-president in charge of sales.

As a result of the study, Robbins said, the company has developed a program to perfect the use of the trailer medium to help exploit the expanding art film market in America. "The audiences which are justifying importation of foreign films in ever-increasing numbers and the production of American films for specialized art-house situations need to be sold with promotional techniques particularly suited to the product," he added.

Say 4 Circuits Back Production

(*Continued from page* 1)

ing understandings with the Department of Justice on the participation of those companies whose Federal consent decrees prohibit then from engaging in production-distribution.

Those companies are Stanley Warner, Loew's and National Theatres. The latter is expected to participate in the plan as soon as authorization is voted by its board of directors. AB-PT and RKO Theatres have no legal restraints on their engaging in production-distribution. AB-PT sponsored a production company for several years but discontinued it after Republic Pictures, which handled the distribution, withdrew from theatrical picture operations.

It is understood that all exhibitors will be asked to participate financially in the launching of the company, which is planned as a public stock company.

Spokesmen for some of the participants pointed out that the project involves many problems and obstacles, some of which are gradually being eliminated, whereas others could either be resolved quickly or not for months. It had been hoped to make an announcement at the last meeting of ACE held here about three weeks ago, but it was felt that insufficient progress to warrent publicity had been made up to that time.

Actually, ACE and individual exhibitors have been working on the plan for the past eight months to a year. Most exhibitors not only consider product supply their No. 1 problem now but also complain bitterly that even in a contracted market such as the present one, the exhibitor has no control whatever over his inventory, a situation they believe they should not tolerate any longer than they have to.

Participations of the four circuits, according to the reports, are not conditioned on getting pre-emptive rights to the films produced by the new company, but are designed solely to help increase the volume of available product.

W B Meeting

(*Continued from page* 1)

motion plans for the five major productions that will be released from Decoration Day to mid-August: "Sergeant Rutledge," "Hannibal," "Ice Palace," "Hercules Unchained" and "Ocean's Eleven." Other discussions will deal with the subsequent release of "The Crowded Sky," "The Sundowners," "Rachel Cade," "The Dark at the Top of the Stairs" and "Sunrise at Campobello."

Attending the meeting will be: Benj. Kalmenson, executive vice-president; Charles Boasberg, general sales manager; Bernard Goodman, distribution vice-president; Jules Lapidus, eastern division sales manager; Ralph J. Iannuzzi, New York metropolitan division sales manager; Grover Livingston, central division sales manager; Ed Williamson, midwest division sales manager; W. O. (Ollie) Williamson, southeastern division sales manager; Fred Greenberg, western division sales manager; Haskell M. Masters, Canadian division sales manager, and New York branch manager Al Blumberg.

Also, Larry Leshansky, coordinator of field sales activities; Ed Hinchy, playdate department manager; Gilbert Golden, national advertising manager; Charles Cohen, eastern advertising and publicity manager; Sol Shernow, print department manager; and Howard Levinson, assistant secretary of the corporation.

Para. Appoints Ward

HOLLYWOOD, May 16.–Emmett P. Ward, who joined Paramount 14 months ago, has been named the studio's personnel manager by Jack Karp, studio head. He also will act as direct assistant to Ted Leonard, manager of the industrial relations department of the company.

Blame Strike for Dip In Profits of FPC

Special to THE DAILY

TORONTO, May 16.–The Hollywood strike was blamed by J. J. Fitzgibbons, president and managing director, for a decrease in the first quarter results of Famous Players Corp. profits. He told the annual meeting of the company that the flow of good product to the theatres was disrupted by the strike. He said that Telemeter which the company is now operating in suburban Toronto was not affecting theatre business.

Attending the meeting were 102 shareholders representing 1,299,521 shares–74 per cent of the total stock of the company—in person or by proxy.

Fitzgibbons said the present 2,550 installations of Telemeter will have risen to 5,000 in the middle of June. He said it would take three to six months before Telemeter was given a true test of its worth.

S-W Names Feinstein

(*Continued from page* 1)

business career with the theatre chain. He started as a theatre manager in Pittsburgh, running the Belmar and Ritz Theatres; then joined the buying and booking department under Benj. Kalmenson, becoming his assistant. Feinstein was promoted to zone film buyer when Kalmenson went back to Warner Brothers in the sales force. Later Feinstein took on additional duties as assistant zone manager to Moe Silver.

Nine years ago he was promoted to direct the New England operations of the company with headquarters in New Haven. Now on his return to Pittsburgh he succeeds the late Moe Silver as zone manager.

Ben Steerman, who was assistant to Silver and contact manager, was made executive zone manager by Kalmine.

Disney Has Six-Mon Loss of $90,485

From THE DAILY Bureau

BURBANK, Calif., May 16.- solidated operations of Walt I Productions and its domestic su aries for the six months ended 2, 1960, resulted in a loss of $9 after an income tax credit of $9. Roy O. Disney, president, said in an interim report to shareho

The corresponding period April 4, 1959, showed net pro $906,485, after provision for ta $920,000.

Total gross income for th months was $18,805,820, com with $23,430,211 a year ago. Bo ures include the figures of Disne Park, which is 65.52 per cent o

Television Income Off

Television income during the decreased by $4,731,527, due p ily to the fact that the "Zorro "Mickey Mouse Club" shows we on the air during this period, I said.

"This, combined with disappo earnings on recent theatrical re account mainly for the drop in ings during the six months. W is expected that the second six n will show substantial improveme theatrical film income, along wit we expect to be our biggest sum Disneyland Park, nevertheless, agement feels that net earnings substantially below the level c year. However, we believe that only a temporary decline in the pany's earnings and the followin will be a highly successful one, ney added.

Two Films Disappointing

In the six months reported c company released three films, on of which, "Toby Tyler," show good profit, Disney said. "Third on the Mountain" and "Kidna were disappointing, he addec though both films should return costs.

On Feb. 25, 1960, the compa ceived a $10,000,000, 13-yea per cent, unsecured loan from th dential Insurance Company of ica. $5,000,000 of the proceeds loan were applied to pay a forme received in September, 1958, fron dential. The remaining $5,000,00 applied to the reduction of c bank debt. The note is payable 000,000 on Sept. 15, 1961, and nual installments of $800,000 on Sept. 15 thereafter until maturit

Loan for Bank Debt Reducti

Arrangements were also conc with Prudential on Feb. 25, 196 Disneyland, Inc., to issue its 11 6¼ per cent, unsecured note i principal amount of $5,000,000 proceeds of which were applied reduction of current bank debt ar retirement of stockholder loans. note is payable $500,000 on Dec. each year commencing with De 1962, until paid. Both companies the right to prepay the notes premium and under certain cond without premium.

EOPLE

am Summerville, Jr., who has ssociated with Famous Players iada since 1928, through the ny's partners, Bloom & Fine es, most recently in charge of operations, has been named division manager for Famous , succeeding **Robert Myers,** signed to become assistant to Masters, Warner Brothers ian general manager. Summer- ill continue in his B&F post.

☐

nan Nielsen, who served RKO for 27 years, and more recently ith Universal, Columbia and has been named city manager ahoma City for Cooper Foun- Theatres. Additionally, it is iced that **Ivan Hoig** has rejoined ganization and has been named it city manager in Oklahoma

☐

rett F. Wagner, assistant vice- ent of Bell & Howell in charge nufacturing, with responsibility e company's optical and slide or divisions, has been named esident of an expanded inter- al division of the company. In v post he will direct the world- activities of B&H and its sub- es.

Upheld

(Continued from page 1)

l that the Production Code pro- the use of perversion as film sub- atter. The story pertains to child ation.

h 15 members of the review attending the screening and dis- which followed, it was report- at only two or three were dis- to consider issuance of a seal if es were agreed to. It was the istance of participation of alter- for review board members, au- ed recently to overcome lack of rum.

se attending were: Eric John- hairman; Barney Balaban; How- evinson, alternate for Benjamin nson; Herbert Golden for Abe ider (petitioning company); Ed- Morey, John J. O'Connor, W. C. el, alternate for Spyros Skouras; ll V. Downing, Leopold Fried- Emanuel Frisch, alternate for rd H. Goldenson; George Kera- Ben D. Marcus, Sol A. Schwartz, vn LeRoy, alternate for Stanley er; Pandro S. Berman, alternate eorge Sidney.

S.E.C. Exemption

(Continued from page 1)

ed to have ruled that no exemp- s permitted under S.E.C. regula- based solely on "good intentions," ding to Parliament Pictures chairman William Free.

.C. ruled that stock offerings state lines must be filed with ommission.

Technicolor Earnings for 16 Weeks Increase

(Continued from page 1)

period of 1959, an improvement of $646,000 in operating results.

Consolidated net income of the company after taxes for the 1960 period was $259,350 or 13 cents per share on the 2,035,568 shares of stock outstanding. This compared with a net loss of $44,630 after a tax credit or two cents per share for the same period last on the 2,029,904 shares then outstanding.

Commenting that the 1960 earnings so far are the highest they have been for any corresponding period since 1956, Clark told the stockholders he was more optimistic regarding the company's earnings for the present year than he had been several weeks ago because of the settlement of the actors' strike.

"With the settlement of the strike, and barring any adverse developments beyond our control, I feel confident that operations of our motion picture business will be satisfactorily profitable during this year," he said.

The stated business of the meeting was to elect directors to fill four expired terms on the present board of 12. Management nominated James Bruce, Edward Ettinger, Patrick J. Frawley, Jr., and Hugh Fulton, all of them at present directors for reelection. Before the balloting could begin a stockholder made a motion from the floor protesting that the notice of the meeting and the proxies sent with it were improper in that they did not list of the holdings of the nominees or of the present directors.

Motion Defeated

Clark indicated that he intended to answer these and other questions during his report to the meeting but the stockholder insisted that a vote be held on his motion. It was defeated 1,400,000 shares to 3,800. The stockholder then insisted that a vote be held on whether or not to table the motion for election of directors until questions concerning the holdings and and remuneration of the directors and officers were answered. This also was defeated.

Clark told the stockholders that the company was studying in participation with the Marquardt Corporation the development of electronic devices and that a government defense contract was being negotiated.

He told the stockholders that the salaries of the officers and management had been cut an average of 25 per cent since January 1 when he took office and that his own salary had been cut 27 per cent. He listed his salary as $57,000, that of Kay Harrison, director of motion picture sales, as $43,000; of Robert Riley, vice-president in charge of motion picture sales, as $33,000, and of Wadsworth Pohl, technical director, as $33,000. Dr. Herbert T. Kalmus, former president and general manager of the company receives $110,000 annually plus 222 shares of stock per month under a contract as consultant to the company.

Pact Has Five Years to Run

Dr. Kalmus' remuneration was attacked by some stockholders but Clark told the meeting it was being paid under the terms of an employment contract negotiated with the company in 1937 which has five years to run.

In answer to a question on the foreign operations of the company Clark said that British Technicolor has been returning a consistent profit and that Technicolor Italiana had returned $250,000 to the company in earnings in 1959 and would probably exceed that figure for 1960.

Name 5 New Members To Board of Academy

From THE DAILY Bureau

HOLLYWOOD, May 16. – The election of 13 members to the board of governors of the Academy of Motion Picture Arts and Sciences was announced today by B. B. Kahane, president.

Newly-elected governors who will serve on the board for a two-year term are Steve Broidy (administrators), Charles G. Clarke (cinemaotgraphers), Walter Wanger (producers), John Flinn (public relations), and Valentine Davies (writers). Reelected to serve on the board for another two years were Wendell Corey (actors), Emile Kuri (art directors), George Stevens (directors), Fred Metzler (executives), Richard Cahoon (film editors), Hugo Friedhoff (music), Harry Tytle (short subjects) and John Aalberg (sound).

26 on Directorate

The board of governors consists of 26 elected members—two from each of the Academy's 13 branches. One member from each branch is elected annually for a two-year term.

Governors elected last year who retain their places on board until May, 1961, are Edgar Preston Ames, Jack Diamond, George Duning, Hal Elias, Samuel Engel, Rudi Fehr, Kahane, Jacob Karp, Mervyn LeRoy, Hal Mohr, Richard Murphy, Robert Ryan and Gordon Sawyer.

Will Join at Next Meeting

New governors will join the board at the next meeting, when officers for the coming year will be elected.

Paramount Drive

(Continued from page 1)

tion with the production-distribution company.

The drive will be conducted under the co-captainship of vice-presidents Hugh Owen, Sidney Deneau and Jerome Pickman, with Paramount's 33 domestic and Canadian branch offices fully mobilized to bring out a record number of Paramount films in the coming half-year.

Starts with July Films

Underscoring the philosophy of "Success in the Sixties," the sales drive will start with the July releases: "The Rat Race," "The Bellboy," and "Tarzan the Magnificent."

'Dinosaurus!'

(Continued from page 1)

ful commercially; I never want to be in a position to sacrifice box office for artistic triumphs," Harris stated at a trade press luncheon.

Universal, in the person of Philip Gerard, Eastern advertising and publicity manager, concurred with Harris' views, for the company has already committed itself to spending well in excess of $150,000 to publicize "Dinosaurus!", commencing with its June 24 saturation opening in the New Orleans area. General release will be in July.

"Dinosaurus!" was made in the Virgin Islands because, Harris noted, its terrain most resembles the one creatures trod in prehistoric times. In fact, Harris was so pleased with that area of the Carribean that he went ahead and shot a nine-minute travelogue which Universal will distribute as a part of its "Color Parade" series. Both "Dinosaurus!" and the travelogue are in CinemaScope and DeLuxe color.

Harris "probably" will produce two or three more films for Universal. He is negotiating now with the company for prior financing, as had with "Dinosaurus!" The picture will be sold through press and television spots and with the aid of a Dell comic book for which a first printing of 2,000,000 has been ordered.

Harris' next assignment will be "Rip Van Winkle in the 21st Century," which will begin production in August for release this Christmas. This film, in CinemaScope and DeLuxe Color, will be shot on an independent Hollywood lot in order to bypass major studio overhead.

"The Terrible Game," an adaptation of a Saturday Evening Post serial written by Dan Tyler Moore, is also on Harris' list. Production will start in Japan next February.

Loew's House Sold

(Continued from page 1)

yesterday by Norman Tishman, president of the construction company. The deal involves a 99-year leasehold on the property now occupied by the 2,673-seat house.

Tishman Realty and Construction Co. was represented in the negotiations by Reuben Talley. Acting for Loew's was the firm of Paul, Weiss, Rifkind, Wharton & Garrison.

'Five' Sets Fast Pace

Dina DeLaurentiis' "Five Branded Women" is setting a fast boxoffice pace in first engagements, according to consolidated theatre reports. A "smash" $23,288 was scored by the Paramount release in its first four days at the State Lake Chicago, and an equally impressive $21,329 in five days at the Paramount Theatre, Brooklyn.

Make it a twosome! Now every Monday noon through Thursday noon, your wife can fly with you on American for two-thirds the first class fare. From Los Angeles, American Airlines offers Jet Flagship flights: 4 nonstops to New York, 4 to Chicago, 2 to W
ington-Baltimore, 3 to Dallas-Ft. W
also nonstop to Boston and Philadel
Fly de luxe Mercury or economical
Coachman. Call your Travel Agent or

*Effective June 8

CALL AMERICAN AIRLINES

AMERICA'S LEADING AIRLINE

All
News
hat
News

MOTION PICTURE DAILY

Concise
and
to the
Point

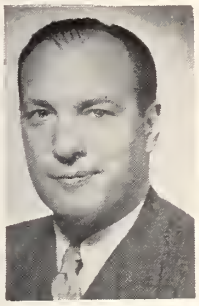
NO. 96 NEW YORK, U.S.A., WEDNESDAY, MAY 18, 1960 TEN CENTS

nson Says:

ke Effects tening Up dBoxoffice

Stockholders Meet of Good Prospects

Screen Actors Guild strike osed Hollywood studios dur- ch and forced distributors to heir re- edules, ie cur- ailable ich are rong as which at this ear ago, resulted newhat theatre during nd 1960 Leo- denson, t of American Broadcasting- int Theatres, told the com-



Leonard Goldenson

Continued on page 4)

gna Has Annual et of $820,913

a Theatre Corp. earned a net of $820,913 for the fiscal year an. 31, 1960, the first time the v has had a profit since its in- in 1953.

holders will be advised of this the week in the annual report

Continued on page 9)

h Decker to A.I.P. ompany Treasurer

rom THE DAILY Bureau

LYWOOD, May 17. — Joseph has joined American Interna- ictures as treasurer of the com- d its subsidiaries, it was an- l today by company heads H. Nicholson and Samuel Z.

ISION TODAY — P. 10

Skouras Considers Toll TV 'Inevitable'

A prediction that "no power on earth can stop the development of toll television" coupled with a proposal for regulation of the medium so that theatres would be aided rather than hurt by it was made by Spyros Skouras, president of 20th Century-Fox at his company's annual stockholders meeting yesterday.

Skouras said that Fox had been studying the question, particularly the

(*Continued on page 9*)

Skouras Tell Stockholders:

Fox Studio Property Sold for $43 Million

Deal Includes Lease-Back Rights; Big Gain in First Quarter Earnings Told

By JAMES D. IVERS

Twentieth Century-Fox has agreed, subject to approval of stockholders, to sell its 260 acre main studio property in Hollywood for $43,000,000 in cash, leasing back the 75 acres which include the main studio buildings at an annual rental of $1,500,000. The lease-back provision runs for 50 years with an option for a 25 year renewal and cannot be cancelled by the new owner. 20th - Fox retains mineral rights on all the property.

Spyros Skouras

The new proposal, announced by Spyros Skouras at the annual

(*Continued on page 9*)

Forum Opens 'Herald' Meetings Here Today

The fourth series of Merchandising Conferences being sponsored by *Motion Picture Herald* will get underway here this morning at the Gotham Hotel with a round table on product selling and a forum on newspaper censorship.

As of late yesterday well over 100 exhibitors representing some 37 circuits in the U.S. and Canada had registered in advance for the conferences which continue through Friday.

In the three days the showmen will preview five films and then hold intensive discussions on the promotional possibilities for each.

The session for this morning will be in two parts. A forum on problems of newspaper censorship will be led by Jonas Rosenfield, Jr., chairman of the Motion Picture Assn. advertising-publicity directors committee on that sub-

(*Continued on page 2*)

Writers Turn Down Strike Proposals

From THE DAILY Bureau

HOLLYWOOD, May 17. – The screen branch of the Writers Guild of America turned down the major producers' "package proposal" to end the present strike in a secret ballot held at the Beverly Hilton Hotel last night following a five-hour discussion.

Although the exact count of the bal-

(*Continued on page 4*)

REVIEW:

The Apartment

Mirisch Co.—United Artists

THE PRODUCERS AND cast of "The Apartment" have concocted an amiable comedy-drama of big-office manners and morals in New York that is about equally divided between plausibility and farce. But with Shirley MacLaine, Jack Lemmon and Fred MacMurray heading the Billy Wilder production's fine cast, most instances of the latter are easy to take. It is entertaining and often engrossing, and with readily exploitable properties it should account for substantial grosses wherever given the benefit of the promotional efforts it merits.

The Wilder and I. A. L. Diamond screenplay presents Lemmon as a

(*Continued on page 3*)

Tent 35 Establishes Sports Committee

In line with the blueprint to expand the Variety Club's activities and membership in untapped segments of the amusement industry, Tent 35 this week established a special sports committee under the Variety banner to implement Variety's plans of special interest to sports.

The announcement by Harry Brandt,

(*Continued on page 4*)

Totman Takes Over S.W. New England Zone

James M. Totman, assistant zone manager and advertising manager of Stanley Warner New England theatres takes over as zone manager, it was announced yesterday by Harry M. Kalmine, vice-president and general manager of Stanley Warner theatres. He replaces Harry Feinstein, who has been transferred to operate the larger Pittsburgh zone.

Totman has been with the theatre

(*Continued on page 9*)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, are in Boston today from New York.

•

HARRY BRANDT, president of Brandt Theatres, and MRS. BRANDT, will leave New York today aboard the "Queen Mary" for Europe.

•

MONTAGUE MORTON, managing director in Great Britain for United Artists, has arrived in New York from London.

•

BEN KATZ, Universal Pictures midwest advertising-publicity representative, has arrived in New York from Chicago.

•

EDWYNN GAY CHUMLEY, daughter of EDWARD G. CHUMLEY, U.S. and Canadian sales manager for Cecil B. DeMille's "The Ten Commandments," has been married to JOSEPH A. O'BRIEN.

•

FRED ZINNEMAN has left New York for London.

•

DR. EVERETT CLINCHY, former president of the National Conference of Christians and Jews, will leave here today for Europe.

•

MRS ALAN V. ISELIN has given birth to a daughter at Albany (N.Y.) Hospital. Father operates several upstate drive-ins and is managing director of the Hellman Theatre in Albany.

•

SUZY PARKER will leave here aboard the "Queen Mary" today for London.

•

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., is in Detroit from New York. He will return here on Friday.

gems of showmanship!...

SPECIAL TRAILERS

by national screen service

'Herald' Meet

(Continued from page 1)

bers of that committee, Charles McCarthy, information director of COMPO, and Gordon White, director of the Advertising Code Administration.

The second part will be a general discussion of merchandising problem, including such subjects as new and effective use of television promotion, press books, personal appearance tours, and others.

In the afternoon the conference delegates will see Columbia's "Song Without End" followed by a discussion. Tonight they will view "Hercules Unchained," a Warner Bros. release, which will be preceded by a presentation of the campaign for the film.

'Bells' Screening Tomorrow

Tomorrow the showmen will be given a run-down on plans for Universal's "Portrait in Black" and will see and discuss 20th-Fox's "Crack in the Mirror." In the evening there will be a screening of MGM's "Bells Are Ringing," the campaign for which will be taken up tomorrow afternoon.

On Friday morning there will be a screening of United Artists' "The Apartment," followed by a discussion. Apartment," which will be followed by a discussion.

The complete program for the *Herald* merchandising conferences follows:

TODAY

9:30 A.M. Round Table discussion, Grand Ballroom, Gotham Hotel, Fifth Ave. and 55th St.
12:45 P.M. Lunch at Gotham Hotel.
2:30 P.M. "Song Without End," Columbia screening room, 711 Fifth Ave., followed by discussion.
6:30 P.M. Dinner, Top of the Sixes, 666 Fifth Ave.
7:45 P.M. Discussion and screening, "Hercules Unchained," Warner Brothers screening room, 666 Fifth Ave.

THURSDAY

10:30 A.M. "Portrait in Black," campaign presentation, Universal screening room, 445 Park Ave.
12:00 P.M. Buffet lunch, Universal board room.
2:15 P.M. "Crack in the Mirror," 20th-Fox screening room, 444 West 56th St., followed by discussion. Dinner at 6:30.
8:30 P.M. "Bells Are Ringing," Loew's Sheridan Theatre, 12th St. and Seventh Ave.

FRIDAY

9:30 A.M. "The Apartment," United Artists screening room, 729 Seventh Ave., followed by discussion.
1:00 P.M. Lunch, Astor Hotel, Emerald Room, Broadway and 44th St., followed by campaign discussion of "Bells Are Ringing."

Golding Production Aide For Panama and Frank

From THE DAILY Bureau

HOLLYWOOD, May 17. – David Golding has been signed as production aide for Norman Panama and Melvin Frank of Parkwood Enterprises. Golding, who will also supervise the firm's advertising - publicity activities, begins his assignment with the initial Panama and Frank production for United Artists release, "The Facts Of Life," co-starring Bob Hope and Lucille Ball, which goes before the cameras about June 2.

David Golding

Golding was formerly associated with Samuel Goldwyn for a number of years and prior to that with Hecht-Hill-Lancaster. He recently completed supervision of a world-wide campaign for Otto Preminger's "Anatomy of A Murder."

Three Lead in U.A. Benjamin Sales Drive

Branch managers Edwin Bigley, Washington; Dave Rosenthal, Cleveland, and Irving Mendelson, New Haven, are the first lap winners for their respective divisions in United Artists' "Salute to Bob Benjamin" sales drive, it was announced by co-captains James R. Vede, UA vice-president in charge of domestic sales, and David V. Picker, executive assistant to UA president Arthur B. Krim.

Winner in the division standings at the end of the 10-week first lap is Sidney Cooper, Southern and Central Division manager. Gene Tunick, Eastern District manager, is the first lap winner in the district standings.

More than $60,000 in cash prizes will be awarded to the 33 competing branches in the U.S. and Canadian territories. Exchanges are aligned in three major groups.

Odlum Leaving Atlas; Stretch to Replace

Floyd B. Odlum, chairman of the board of Atlas Corporation, yesterday announced his retirement as head of the investment company he founded more than 30 years ago.

In a personal letter accompanying the company's annual report to stockholders, Odlum, 68, said his retirement as chief executive and director would take effect immediately. Succeeding him as chief executive is David A. Stretch, who has been president of the company since 1958. The post of chairman of the board has been abolished.

'Ben-Hur' Gross Here Hits $1,239,285

M-G-M's "Ben-Hur" will
the first six months of its eng
at Loew's State Theatre her
Since its premiere on Nover
1959, the film has grossed $1
and has been shown to a
tendance of 540,406 viewe
total includes nearly 70,0
school students who saw the
special morning showings.

The advance sale of "Ben
presently at a figure even gre
that which preceded the ope

Columbia Field M Due Here for Tall

Six Columbia Pictures fiel
tation men arrive here today
ferences with home office p
executives on Columbia's fort
releases. They are exploiteers
Cornell, Detroit; John Mark
ton; Ray Nemo, Cincinnat
Thompson, Chicago; Milt You
adelphia; and Sid Zins, Was
D. C.

They will meet with Jonas
field, Jr., Columbia executive i
of advertising and publicity;
S. Ferguson, national directo
vertising, publicity and expl
and Richard Kahn, exploitati
ager. Films to be discussed are
Quine's "Strangers When W
Stanley Donen's "Surprise P
William Goetz' "Song Withou
and Charles Schneer's "I Ain
Stars."

Five New 'Ben-Hu Openings This We

M-G-M's "Ben-Hur" will
five cities this week as black-t
ances will fill the Clyde Theat
Worth, today and the State
Youngstown, Ohio; Brown
Louisville; Shoppingtown
Syracuse, and the Strand
Hartford, tomorrow night.

The openings bring the total
of engagements in the Unite
and Canada to 39.

Boston Likes 'Batt

"The Battle of the Sexes"
$5,167 this past Saturday and
at the Exeter Street Theatre in
it was announced by Continen
tributing, Inc.

EAT LIKE A NORSE
NEW YORK'S MOST DISTINCTIVE SCANDINAVIAN RESTAURANT
SMÖRGÅSBORD
LUNCHEON • DINNER • SUPPER
EVERY DAY AND SUNDAY TOO
THE SCANDIA
45th STREET WEST OF BROADW
IN THE HOTEL PICCADILLY • HOME OF THE 'CIRC

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

d Crowd Expected 'A Schwartz Fete

ce reservations for the motion nd amusement industries' an- heon in behalf of the United ppeal point to a record at- , it was announced yesterday g H. Greenfield, of M-G-M, of the trade's organized sup- he 1960 UJA campaign. The testimonial to Sol Schwartz, of RKO Theatres, who has n an ardent supporter of the philanthropic endeavors, the highlight of the current

ncheon will be held Wednes- 25, at the Essex House. In- n the list of dais guests are the most prominent people in l industries.

p Executives Included

following members of this ave thus far confirmed their ons: Barney Balaban, Harry e, Robert S. Benjamin, Wil- ndt, Ned Depinet, Judge S. DiFalco, Simon Fabian, Leo- riedman, Emanuel Frisch, arfinkle, William J. German, ldberg, Morey Goldstein, Mal- gsberg, Arthur B. Krim, Nat z, Albert A. List, Rabbi Mo- Mann, Abe Montague, Eu- ker, Samuel Rinzler, Herman Samuel Rosen, Adolph Schi- amuel Schneider, Leslie , Ben Sherman, Spyros Skou- olomon Strausberg.

Twyman, Bergman ddress Md. Meet

Special to THE DAILY

IMORE, May 17.—Mrs. Mar- yman of MPAA and Maurice , veteran industry public rela- ert, will be among the speak- ipants at the first annual meet- he Maryland Theatre Owners ion at the George Washington Ocean City, Md., June 28- G. Broumas, president of the Owners of America affiliate, ed today.

Twyman, community relations of MPAA, will address the day morning, June 29, session, about the role women and organizations can play in the romotion of motion pictures. n, who recently established his m, General Projects Inc., of ork City, will speak on the Motion Picture Business," out- e economic, technological and changes that have occurred in ustry in the past decade. He be on the Wednesday morn- gram.

ocial Program Arranged

mas said that more than 100 rs and their wives were ex- at the three-day conference. So- ents have been arranged for ening, and a golf tournament run each afternoon. Business will be conducted in the morn- d at the noon luncheons, at the nd seaside resort city.

The Apartment

(CONTINUED FROM PAGE 1)

naive but ambitious nonentity trying to win advancement in a gargantuan insurance organization. To ingratiate himself with department heads who can recommend him for advancement, he makes his bachelor apartment available to them for the pursuit of their extra-marital romances, even going to the extreme of providing refreshments for those who put him out of his domicile on cold and rainy nights.

His calculatedly generous impulses receive a jolt when he learns at the office Christmas party that his boss, MacMurray, is entertaining the object of Lemmon's admiration, one of the company's elevator girls, played by Miss MacLaine, that very moment in Lemmon's apartment. Lemmon attempts to drown his disillusionment at a nearby bar, and on returning to the apartment late discovers Miss MacLaine unconscious from an overdose of sleeping pills, taken after MacMurray had made it plain to her he had no intention of getting a divorce or marrying her.

With the aid of a neighboring physician, Lemmon revives the girl and during her recovery in his apartment realizes he still loves her, but his love continues to be unreciprocated.

When MacMurray asks Lemmon for the key to his apartment for New Year's Eve, the latter refuses and is forced to quit his job. In a night club, MacMurray tells Miss MacLaine of the incident and she, realizing Lemmon's action had been taken to protect her, flees to the bachelor apartment for the long-delayed clinch.

RAY WALSTON, DAVID LEWIS, Willard Waterman and David White are good as the other office philanderers who make more use of Lemmon's apartment than does he. Jack Kruschen makes a solid contribution as the neighboring doctor who labors under the impression that Lemmon is the superman swain who alone entertains the endless string of girls seen and heard in the bachelor apartment. Naomi Stevens, who plays the doctor's wife, also lightens some of the heavier scenes with flashes of mirth. Hope Holiday, as a bar pick-up, also is responsible for some laughs. Inevitably, within the frame of its subject matter and characters, there are a few lines of dialogue and some incidental bits of action, particularly at the office Christmas party, that are in questionable taste.

Wilder's direction emphasizes the comic aspects of the tale, but it or the story occasionally tends to make Lemmon out to be an even bigger "schnook" than the co-workers who take advantage of him consider him to be. This has the effect of aiding the comic flavor, while detracting from the plausibility, of the yarn. It is likely to be appreciated by some audiences and not by others. A preview audience in a better class East Side New York neighborhood theatre loved it, judging by the laughter throughout and the applause at the conclusion.

Production values are above average, particularly those throughout the huge insurance building, cafes, and the unpretentious bachelor apartment, which shares top stage billing with the office quarters.

Running time, 125 minutes. Release, in July.

SHERWIN KANE

Bresler Makes New Deal with Columbia

From THE DAILY Bureau

HOLLYWOOD, May 17.—Producer Jerry Bresler has revised his existing deal and has made a new one with Columbia Pictures, it has been announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Bresler has set up an independent producing unit, Jerry Bresler Productions, Inc., which will release through Columbia on a long-term multiple contract.

Bresler's first property on his producing schedule will be "Diamond Head," a novel by Peter Gilman, dealing with Hawaii.

'Eye' Bows June 6

"The Savage Eye" will have its American premiere at the Trans-Lux 52nd Street Theatre here on Monday, June 6.

Group Sales Campaign For 'Spartacus' Begun

The group sales and theatre party campaign for "Spartacus," which will have its world premiere at the DeMille Theatre here on Oct. 6, was launched over the past weekend with a cocktail party given for the Association of Theatre Benefit Agents by Universal Pictures, distributors of the Bryna production. The 14 Association members are responsible for 90 per cent of all theatre parties in the legitimate Broadway theatre.

Jeff Livingston, Universal's executive co-ordinator of sales and advertising, discussed the film itself and such matters as theatre party rates, sales-approach to various organizations, and the use of material and media to bring the story of "Spartacus" to the regular clients of the theatre party agents.

This session was followed by a question-and-answer period.

PEOPLE

Stanley Adams, president of the American Society of Composers, Authors and Publishers, will be one of the guests of honor at a celebrity luncheon, the opening affair of the 1960 biennial convention of the New York Federation of Music Clubs on Friday at the Manger Vanderbilt Hotel here.

☐

Theodore R. Kupferman, former general counsel for Cinerama Productions; **Robert Price**, former U. S. Attorney for the southern district of New York, and **Warren L. Schnur** have joined to form the New York law firm of Schnur, Kupferman and Price, at 125 Park Avenue.

☐

Wolfdieter Frhr, von Stein, of Munich, has been appointed foreign representative for Cinerama, Inc., for which he will establish a distributing organization in Germany independent of any other affiliation. He will handle the five current productions in Cinerama as well as others to be made in the process by M-G-M. He also will supervise the operations of the Capitol Theatre in West Berlin and any other theatres in Germany where Cinerama, Inc., and Deutsche Cinerama take leases.

'Huck Finn' World Bow Set for Jackson, Miss.

At the invitation of Gov. Ross R. Barnett of Mississippi, the world premiere of "The Adventures of Huckleberry Finn" will be held in Jackson, Mississippi, June 1, to honor one of the state's proudest products, Eddie Hodges of Hattiesburg.

Young Hodges, who plays Huck in the Samuel Goldwyn, Jr., Production, will spend three days in Jackson prior to the world premiere which will be designated a state holiday and will launch the M-G-M release.

Jack Byrne, M-G-M's vice-president and general sales manager, notified the governor and the mayor of Jackson of the world premiere at the Lamar

Levine Is Chairman Of Cinema Lodge Fete

Martin Levine, Brandt Theatres executive, has ben named chairman of the ninth annual film industry golf tournament and fanfest sponsored by New York's Cinema Lodge of B'nai B'rith to be held at the Ryewood Country Club, at Rye, New York on Thursday, June 16, it was announced yesterday by Abe Dickstein, president of Cinema Lodge.

At the same time, Dickstein named Marvin Kirsch, associate publisher and general manager of *Television and Radio Daily*, and Harold Rinzler, executive of Randforce Theatres, as co-chairmen of this year's tournament.

Strike Effects

(Continued from page 1)

pany's annual meeting of stockholders at the home office yesterday.

Goldenson noted, however, that pictures contemplated for release in the remainder of the year look "quite impressive."

"There is a great response by the public to quality pictures and successful pictures have shown bigger grosses than major attractions of prior years," Goldenson said.

Oliver Treyz

The meeting reelected directors, adding Oliver Treyz, president of the ABC Television Network, to the board. Following the stockholders meeting, directors reelected officers, and named Robert L. Huffines, Jr., to the board's executive committee. Huffines is chairman of the board of Worth Fund, Inc., and of Frank G. Binswanger, Inc., Southern Division and National Bankers Life Insurance Co., and is a director of Textron Inc. He has been an AB-PT director since 1951, and fills the vacancy on the executive committee created by the death of H. Hugh McConnell last April.

First Quarter Set Mark

As previously announced, AB-PT had record sales of $288 millions last year, and a record first quarter net this year of $3,336,000, compared with $2,313,000 a year ago.

Goldenson attributed the company's "most significant progress" to television. Time billings in the first 1960 quarter, he said, are 22 per cent ahead of the corresponding 1959 period, after having shown the largest dollar and percentage increase of the three networks for 1959. The evening schedule for the fall quarter is already over 80 per cent sold out, Goldenson told the stockholders.

He described the company's theatre operations as the "second major source of income" and noted that earnings in this division in 1959 were ahead of the prior year "and improvement was also shown in the first quarter of this year."

Points to Product Shortage

"These results reflected a much firmer tone in the motion picture business than had been the case in the past several years," Goldenson noted. He then referred to the effects of the Hollywood strike, reporting that it has "created a short supply of pictures at this time."

The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres, and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to converting unprofitable theatres to bowling alleys instead of disposing of them, and another suggested that in congested business areas some theatre properties might be more productive as garages.

Goldenson told them that some theatres sold or leased have been converted to bowling alleys, and that the Garrick on Randolph Street in Chicago's Loop has been leased to a company that plans to convert it into a ramp garage; that a similar project is being discussed for the State in San Francisco, and that prospective lessees of one of the AB-PT New England theatres have in mind converting it to a bowling alley.

Stockholders who inquired about prospects for an increased dividend, in cash or stock, were told by Goldenson that the directors will have the subject under consideration in the last quarter but cautioned them that an expanding business has need of considerable cash.

He said other divisions of the company were doing well, including Am Par Records, which had its best year in 1959, with sales continuing to improve this year. ABC Films is continuing to enlarge its representation in the expanding foreign television market. Investments in Disneyland Park and Weeki-Wackee Spring are doing "very well" as is the recently acquired Prairie Farmer Publishing Co.; with radio station WLS, Chicago, which Goldenson said are "making a fine contribution to the company."

In addition, AB-PT has stock interests in three electronic companies which Goldenson said are "continuing to expand their product lines and have reported progress and increased sales."

Referring to the recent television "payola" problem, Goldenson told the stockholders that "We favor and have recommended that these deceptive practices be made illegal by Federal law. We have also established company policies and procedures to prevent such practices by our employes in order to insure complete objectivity in the selection of music and programs by our stations and networks. All of our personnel af this policy have and will be to comply with it."

Directors reelected were: Blank, Alger B. Chapman, Coleman, E. Chester Gersten. son, Robert H. Hinckley, Sidney M. Markley, Walter shall, Joseph A. Martino, J Riddell, Simon B. Siegel an B. Wilby.

Officers reelected were: G president; Siegel, vice-presi treasurer; J. B. Golden, vice-secretary and general coun bert R. Hahn, vice-president; L. Hyman, vice-presidenet; vice-president.

AB-PT Stockholders Hit B.M.I.; Talk of Selling 'Largest Single Block of Stock'

A spirited attack on Broadcast Music, Inc. was launched by two American Broadcasting-Paramount Theatres stockholders at the annual meeting yesterday, both based on the contention that AB-PT is the largest individual stockholder in B.M.I.

Gloria Parker, a stockholder who described herself as a songwriter and professional, called upon AB-PT to divest itself of all interest in B.M.I. and halt the "dumping of huge sums of money" into its coffers, because of what she termed recent "payola" disclosures and B.M.I.'s sponsorship of rock 'n' roll music, which she termed "pornographic and sex-encouraging music."

She was critical, too, of B.M.I. president Sidney Kaye's association with the Goldberg, Rosemark, Colin and Kaye law firm, which is counsel for AB-PT's competitor, CBS, as was another AB-PT stockholder, Barney Young, who spoke of Kaye being identified with continuing litigation against ABC.

CBS Sale Cited

The latter, noting that CBS had disposed of its B.M.I. stock, which previously constituted the largest individual holding, for $35,000, admonished the company not to sell for such a "ridiculous" amount, and suggested the B.M.I. stock was worth "millions."

Leonard Goldenson, AB-PT president, answered the stockholders by saying that the stock interest in B.M.I. had been "inherited" with the merger of United Paramount Theatres and ABC in 1953, and that he was not aware that it constituted the largest individual holding. It amounts to about two and one-half to three per cent of the total, he said.

Goldenson added that AB-PT has never received a cent in dividends from the B.M.I. stock and that "has some relation to a stock's value." He assured Young that if the latter was prepared to make an offer for AB-PT's B.M.I. holding "in the millions," he would recommend it to the board.

"I'll get in touch with you," Young said.

Wilma Soss, head of the Federation of Women Stockholders, said she had just become an AB-PT shareholder and liked its "controversial programs, and making money. She commended the company on the action it had taken against "payola" practices.

Martin Starr, radio commentator, who said he has been an AB-PT stockholder for 25 years, also commended management on the progress the company has made in recent years.

Another stockholder asked Goldenson to tell the networks sponsors that she wouldn't "buy anything that's advertised with a lengthy or singing commercial."

Resolution Defeated

John Campbell Henry, one of the so-called professional stockholders, offered a resolution to modify new or extended stock options of the company, which was defeated. The resolution would have required optionees to hold shares purchased for at least three years after exercise of the option; that the purchase price be set at not less than 100 per cent of the fair market value of the stock when the option is granted, and that shares be optioned in yearly installments equally over a period of not more than 10 years, with the right to purchase shares expiring to the extent not exercised in each installment period.

Management opposed the resolution on the grounds that no new options are being considered and present ones were approved by stockholders, and that if and when new options are considered, they too will be submitted to the stockholders for approval.

Tent No.

(Continued from page

chief barker of Tent 35, revea the new sports committee, u temporary chairmanship of M sports editor of the Journal-A will hold an important lunche ing of sports writers and lea ures in the world of sports in e to activate this show business in the work of Variety.

The sports committee has agreed to become a major pa in the "Variety Day at Yonke way," scheduled for Monday Oct. 3.

Tickets for the Variety Raceway event are selling for include a full-course roast b ner in addition to Raceway ac The first 800 reservations wi commodated at the Empire Subsequent reservations will dled in the Good Time Room clude a reserved seat for th Reservations should be sent Livingston at Variety Club, headquarters, 1501 Broadwa York 36, N. Y.

Other sports writers who a an active part in the estab of the Sports Group includ Brunk, *New York Times;* Dan *World-Telegram*, and Jimmy Barney Kremenko and Murra son of the *Journal-American.*

Writers Turn Dov

(Continued from page

lots was not released, a WG man said the vote against the made by 320 out of 450 eligi was by a substantial margin.

The major objection ap hinge on the pay-TV issue, writers are seeking a percenta gross. Lesser key issues deal creases in minimum salaries a sion, health and welfare fund

Further discussions are ex take place Thursday night at erly Hills Hotel where th meeting of screen and branches will be held to vote cies on boards of both group

Pasternak Signs L

HOLLYWOOD, May 17. Levin has been selected "Where the Boys Are," next ternak production at M-G-M.

A
motion
picture
for
everyone
who's ever
been caught
in
the
WILD,
FRANTIC
rat
race

is 'Inevitable'

m page 1)

now in negotiation with a company
.

or the advance of our industry," he e in seeking legislation which would on toll television to those which are d that the Canadian experiment had good or better revenue than first run

first run pictures," he continued, "the destroyed because the theatres would give the protection needed and if it it today will become a thing of the

if home television charges admission Not only that but theatres will benefit ice will be eliminated."

---

with General Electric to work out means of overcoming technical difficulties which now prevent effective transission of the signals by wire.

All incumbent directors of the company were reelected. They are Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, Thomas A. Pappas, B. Earl Puckett, Spyros P. Skouras and Gen. James A. Van Fleet.

The board of directors of 20th-Fox yesterday declared a dividend of 40 cents payable June 30 to stockholders of record June 15.

Totman Takes Over

(*Continued from page* 1)

chain since he began as a part-time usher for Roland & Clark in Erie, Pa., in 1925. When Warner Brothers took over the theatres Totman became a manager of a Pittsburgh theatre, returned to Erie, managed successively the Iris, the Perry—a vaudeville house—and then shifted over to the deluxe Warner Theatre when it opened.

He then transferred to the advertising department as assistant—became district manager in the Erie territory and then Pittsburgh advertising manager. Nine years ago Totman was transferred to New England as assistant zone manager and advertising manager. His territory comprises the Stanley Warner theatres in Rhode Island, Massachusetts and Connecticut.

Magna Net

(*Continued from page* 1)

of George P. Skouras, which was released to the press yesterday. The net compares with a loss of $196,172 for the previous fiscal year. Operating income for the year reported on was $11,487,085, compared with $6,783,-542 for the previous one.

In the letter to stockholders, Skouras states that the company is in the "best financial condition in its history," thanks largely to revenue from "South Pacific" and the Todd-AO Corp.

He also reports that Magna has acquired a story and developed a screen play to be used in the next Todd-AO picture, production of which is tentatively set before the end of the summer.

Next meeting of stockholders of Magna will be on June 14.

$4,500,000 Paid By Kratter to W&K

In a deal whereby Kratter Corp. will acquire the 267-acre Century City tract from 20th Century-Fox it will pay Webb & Knapp, which had originally contracted to buy and develop the site, approximately $4,500,000. In turn, Webb & Knapp will retain 25 acres for a hotel and apartments.

Kratter will proceed with development of the original Webb & Knapp plans proposed last year, according to a joint announcement yesterday by Marvin Kratter, chairman and president of the company, and William Zeckendorf, president of Webb & Knapp.

Century City comprises a vast complex of apartment houses, shopping centers, an ultra modern hotel, office buildings and school and religious facilities.

Provisions Outlined

Under terms of the agreement, Kratter pays 20th-Fox $2,393,000. The film company also retains $2,607,000 already paid by Webb & Knapp. In addition, Kratter will pay $38,000,000 upon the closing of the contract to buy the Century City tract. Closing is scheduled in six months following approval by stockholders of 20th-Fox.

When the new agrement is executed, Kratter will lease to 20th-Fox for 50 years the studio portion of the property of 75 acres at a net rental of $1.5 million per year. Fox also receives an option to renew the lease at the same amount for an additional 25 years.

Named Century City by Zeckendorf when Webb & Knapp originally acquired the tract from 20th Century in 1959, the planned community calls for:

12,500 Apartments Planned

A middle income, high rise housing development containing 12,500 apartments with a garage for more than 15,000 cars;

A 600,000 square foot shopping center, including a major department store with 1,800,000 square feet of parking space in a multi-level garage; and

A 1,000 room luxury hotel, The Century, with convention and exhibition space to be built on 1,000,000 square feet of land retained by Webb & Knapp.

Century City is expected to have a residential population of 40,000.

Construction of a major north-south boulevard through the center of the property, called "The Avenue of the Stars," will be under construction within 60 days after the closing, Kratter said.

'Hours' Big in D.C.

"The Gallant Hours," starring James Cagney, has racked up a solid $11,-185 for its first three days in its world premiere engagement at the RKO Keith's Theatre in Washington, D.C., it was announced by William J. Heineman, United Artists vice-president.

Stri

(Co
pany's an
at the ho
Goldens
tures cont
remainder
impressive
"There
public to
cessful p
grosses th

Oliver

fines, Jr.,
committe
the board
of Frank
ern Divi
Life Insu
of Textro
PT direct
vacancy
created b
Connell l

Fi

As pro
had recor
year, and
this year
with $2,3
Golden
"most sig
sion. Tim
quarter, h
of the
after hav
and perce
networks
schedule
ready ove
enson tol
He de
tre opera
source o
earnings
ahead of
ment was
ter of thi

Poi

"These
firmer tone
ness than had been the case in the past several years," Goldenson noted. He then referred to the effects of the Hollywood strike, reporting that it has "created a short supply of pictures at this time."

The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres, and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to con-

is being discussed for the State in San Francisco, and that prospective lessees of one of the AB-PT New England theatres have in mind converting it to a bowling alley.

Stockholders who inquired about prospects for an increased dividend, in cash or stock, were told by Goldenson that the directors will have the subject under consideration in the last quarter but cautioned them that an expanding business has need of considerable cash.

He said other divisions of the company were doing well, including Am-

terests in three electronic companies which Goldenson said are "continuing to expand their product lines and have reported progress and increased sales."

Referring to the recent television "payola" problem, Goldenson told the stockholders that "We favor and have recommended that these deceptive practices be made illegal by Federal law. We have also established company policies and procedures to prevent such practices by our employes in order to insure complete objectivity in the selection of music and programs by our stations and net-

Directors reelected were:
Blank, Alger B. Chapman,
Coleman, E. Chester Gersten,
son, Robert H. Hinckley,
Sidney M. Markley, Walter
shall, Joseph A. Martino, J
Riddell, Simon B. Siegel an
B. Wilby.

Officers reelected were: G
president; Siegel, vice-presi
treasurer; J. B. Golden, vice-p
secretary and general couns
bert R. Hahn, vice-president;
L. Hyman, vice-presidenet;
vice-president.

A
motion
picture
for
everyone
who's ever
been caught
in

the
WILD,
FRANTIC
# rat race

Tony Curtis
in a dramatic
bombshell of a role
that will win him
new laurels . . . as
PETE the ambitious
guy from Milwaukee
who got caught in
the rat race . . .

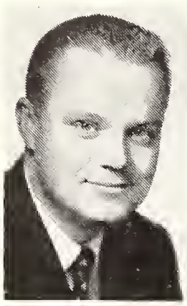
Strike Effects

(*Continued from page 1*)

pany's annual meeting of stockholders at the home office yesterday.

Goldenson noted, however, that pictures contemplated for release in the remainder of the year look "quite impressive."

"There is a great response by the public to quality pictures and successful pictures have shown bigger grosses than major attractions of prior years," Goldenson said.


Oliver Treyz

The meeting reelected directors, adding Oliver Treyz, president of the ABC Television Network, to the board. Following the stockholders meeting, directors reelected officers, and named Robert L. Huffines, Jr., to the board's executive committee. Huffines is chairman of the board of Worth Fund, Inc., and of Frank G. Binswanger, Inc., Southern Division and National Bankers Life Insurance Co., and is a director of Textron Inc. He has been an AB-PT director since 1951, and fills the vacancy on the executive committee created by the death of H. Hugh McConnell last April.

First Quarter Set Mark

As previously announced, AB-PT had record sales of $288 millions last year, and a record first quarter net this year of $3,336,000, compared with $2,313,000 a year ago.

Goldenson attributed the company's "most significant progress" to television. Time billings in the first 1960 quarter, he said, are 22 per cent ahead of the corresponding 1959 period, after having shown the largest dollar and percentage increase of the three networks for 1959. The evening schedule for the fall quarter is already over 80 per cent sold out, Goldenson told the stockholders.

He described the company's theatre operations as the "second major source of income" and noted that earnings in this division in 1959 were ahead of the prior year "and improvement was also shown in the first quarter of this year."

Points to Product Shortage

"These results reflected a much firmer tone in the motion picture business than had been the case in the past several years," Goldenson noted. He then referred to the effects of the Hollywood strike, reporting that it has "created a short supply of pictures at this time."

The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres, and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to converting unprofitable theatres to bowl ing alleys instead of disposing of them and another suggested that in con gested business areas some theatr properties might be more productiv as garages.

Goldenson told them that som theatres sold or leased have been con verted to bowling alleys, and that th Garrick on Randolph Street in Ch cago's Loop has been leased to company that plans to convert it int a ramp garage; that a similar proje is being discussed for the State i San Francisco, and that prospectiv lessees of one of the AB-PT New Eng land theatres have in mind convertin it to a bowling alley.

Stockholders who inquired abo prospects for an increased dividend, cash or stock, were told by Golden son that the directors will have th subject under consideration in the la quarter but cautioned them that expanding business has need of con siderable cash.

He said other divisions of the com pany were doing well, including An

AB-PT Stockholde
Selling 'Largest Si

A spirited attack on Broadcast Mu Broadcasting-Paramount Theatres stoc both based on the contention that AI in B.M.I.

Gloria Parker, a stockholder wh described herself as a songwriter an professional, called upon AB-PT t divest itself of all interest in B.M.I and halt the "dumping of huge sum of money" into its coffers, because o what she termed recent "payola" disclosures and B.M.I.'s sponsor ship of rock 'n' roll music, which sh termed "pornographic and sex-en couraging music."

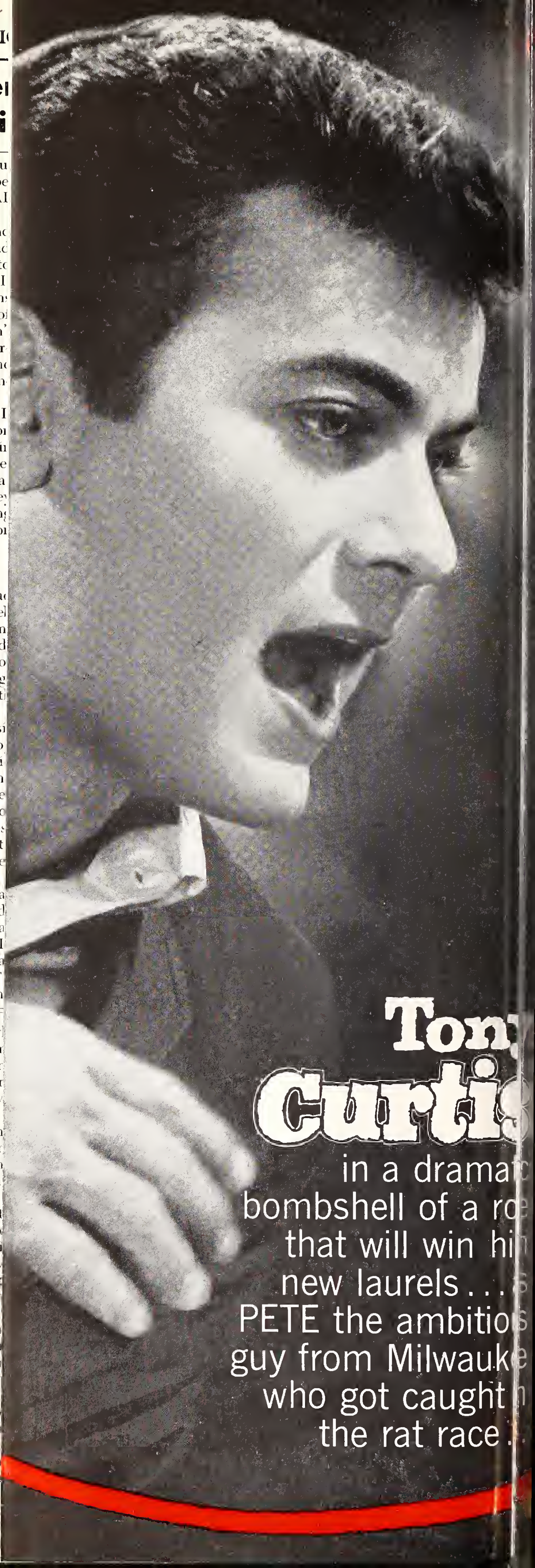
She was critical, too, of B.M.I president Sidney Kaye's associatio with the Goldberg, Rosemark, Col and Kaye law firm, which is counse for AB-PT's competitor, CBS, as wa another AB-PT stockholder, Barne Young, who spoke of Kaye bein identified with continuing litigatio against ABC.

CBS Sale Cited

The latter, noting that CBS ha disposed of its B.M.I. stock, whic previously constituted the largest in dividual holding, for $35,000, ad monished the company not to sell fo such a "ridiculous" amount, and sug gested the B.M.I. stock was wort "millions."

Leonard Goldenson, AB-PT presi dent, answered the stockholders b saying that the stock interest i B.M.I. had been "inherited" with th merger of United Paramount Theatre and ABC in 1953, and that he was no aware that it constituted the large individual holding. It amounts t about two and one-half to three pe cent of the total, he said.

Goldenson added that AB-PT ha never received a cent in dividend from the B.M.I. stock and that "ha some relation to a stock's value." H assured Young that if the latter wa prepared to make an offer for AB-PT B.M.I. holding "in the millions," h



Reynolds
ill make the nation
asp with a different
ind of performance...
s PEGGY the talent
om Tampa who
ecame a ten-cents-
-dance girl . . .

is 'Inevitable'

m page 1)

now in negotiation with a company .

for the advance of our industry," he e in seeking legislation which would on toll television to those which are d that the Canadian experiment had good or better revenue than first run

first run pictures," he continued, "the destroyed because the theatres would give the protection needed and if it it today will become a thing of the

if home television charges admission Not only that but theatres will benefit ice will be eliminated."

---

with General Electric to work out means of overcoming technical difficulties which now prevent effective transission of the signals by wire.

All incumbent directors of the company were reelected. They are Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, Thomas A. Pappas, B. Earl Puckett, Spyros P. Skouras and Gen. James A. Van Fleet.

The board of directors of 20th-Fox yesterday declared a dividend of 40 cents payable June 30 to stockholders of record June 15.

Totman Takes Over

(*Continued from page* 1)

hain since he began as a part-time isher for Roland & Clark in Erie, Pa., in 1925. When Warner Brothers ook over the theatres Totman became manager of a Pittsburgh theatre, reurned to Erie, managed successively he Iris, the Perry—a vaudeville house —and then shifted over to the deluxe Warner Theatre when it opened.

He then transferred to the advertisng department as assistant—became listrict manager in the Erie territory ind then Pittsburgh advertising manger. Nine years ago Totman was ransferred to New England as assistnt zone manager and advertising manger. His territory comprises the Staney Warner theatres in Rhode Island, Massachusetts and Connecticut.

Magna Net

(*Continued from page* 1)

of George P. Skouras, which was reeased to the press yesterday. The net ompares with a loss of $196,172 for he previous fiscal year. Operating ncome for the year reported on was 11,487,085, compared with $6,783,542 for the previous one.

In the letter to stockholders, Skouas states that the company is in the 'best financial condition in its history," hanks largely to revenue from "South Pacific" and the Todd-AO Corp.

He also reports that Magna has acuired a story and developed a screen lay to be used in the next Todd-AO picture, production of which is tentaively set before the end of the sumner.

Next meeting of stockholders of Magna will be on June 14.

$4,500,000 Paid By Kratter to W&K

In a deal whereby Kratter Corp. will acquire the 267-acre Century City tract from 20th Century-Fox it will pay Webb & Knapp, which had originally contracted to buy and develop the site, approximately $4,500,000. In turn, Webb & Knapp will retain 25 acres for a hotel and apartments.

Kratter will proceed with development of the original Webb & Knapp plans proposed last year, according to a joint announcement yesterday by Marvin Kratter, chairman and president of the company, and William Zeckendorf, president of Webb & Knapp.

Century City comprises a vast complex of apartment houses, shopping centers, an ultra modern hotel, office buildings and school and religious facilities.

Provisions Outlined

Under terms of the agreement, Kratter pays 20th-Fox $2,393,000. The film company also retains $2,607,000 already paid by Webb & Knapp. In addition, Kratter will pay $38,000,000 upon the closing of the contract to buy the Century City tract. Closing is scheduled in six months following approval by stockholders of 20th-Fox.

When the new agrement is executed, Kratter will lease to 20th-Fox for 50 years the studio portion of the property of 75 acres at a net rental of $1.5 million per year. Fox also receives an option to renew the lease at the same amount for an additional 25 years.

Named Century City by Zeckendorf when Webb & Knapp originally acquired the tract from 20th Century in 1959, the planned community calls for:

12,500 Apartments Planned

A middle income, high rise housing development containing 12,500 apartments with a garage for more than 15,000 cars;

A 600,000 square foot shopping center, including a major department store with 1,800,000 square feet of parking space in a multi-level garage; and

A 1,000 room luxury hotel, The Century, with convention and exhibition space to be built on 1,000,000 square feet of land retained by Webb & Knapp.

Century City is expected to have a residential population of 40,000.

Construction of a major north-south boulevard through the center of the property, called "The Avenue of the Stars," will be under construction within 60 days after the closing, Kratter said.

'Hours' Big in D.C.

"The Gallant Hours," starring James Cagney, has racked up a solid $11,185 for its first three days in its world premiere engagement at the RKO Keith's Theatre in Washington, D.C., it was announced by William J. Heineman, United Artists vice-president.

Stri

(C

pany's an
at the ho
Goldens
tures cont
remainder
impressiv
"There
public to
cessful pi
grosses th

Oliver T

fines, Jr.,
committee.
the board
of Frank G.
ern Divisio
Life Insura
of Textron
PT director
vacancy on
created by t
Connell last

First

As previo
had record s
year, and a
this year o
with $2,313,
Goldenson
"most signific
sion. Time b
quarter, he sa
of the corre
after having
and percenta
networks for
schedule for
ready over 80
enson told the
He describ
tre operations
source of in
earnings in thi
ahead of the p
ment was also
ter of this yea

Points to

"These results

firmer tone in the motion picture business than had been the case in the past several years," Goldenson noted. He then referred to the effects of the Hollywood strike, reporting that it has "created a short supply of pictures at this time."

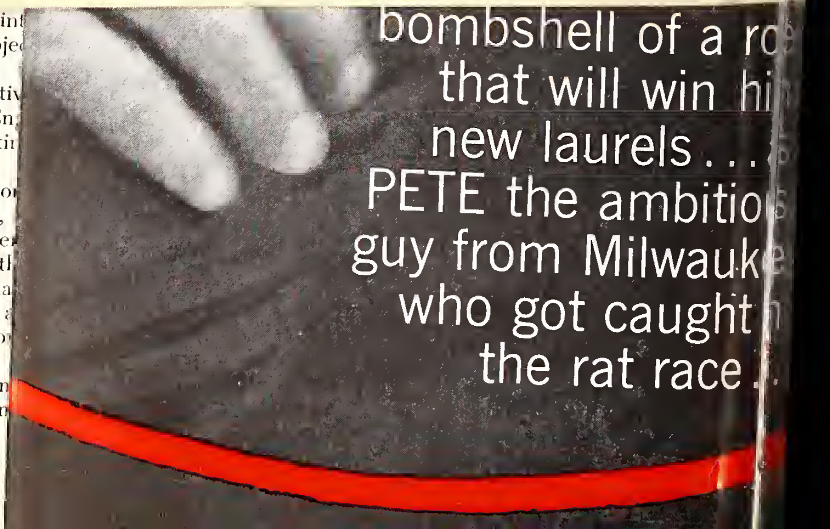
The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres, and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to con-

plans to convert it in
a ramp garage; that a similar proje
is being discussed for the State
San Francisco, and that prospectiv
lessees of one of the AB-PT New En
land theatres have in mind converti
it to a bowling alley.

Stockholders who inquired abo
prospects for an increased dividend,
cash or stock, were told by Golde
son that the directors will have t
subject under consideration in the la
quarter but cautioned them that
expanding business has need of co
siderable cash.

He said other divisions of the com
pany were doing well, including An



Tony Curtis
Debbie Reynolds

make boxoffice excitement in...

The
PERLBERG-SEATON
production of
GARSON KANIN'S

the rat race

GIRLS
DANCE
GIRLS
GIRLS

Strike Effects

(*Continued from page 1*)

pany's annual meeting of stockholders at the home office yesterday.

Goldenson noted, however, that pictures contemplated for release in the remainder of the year look "quite impressive."

"There is a great response by the public to quality pictures and successful pictures have shown bigger grosses than major attractions of prior years," Goldenson said.

Oliver Treyz

The meeting reelected directors, adding Oliver Treyz, president of the ABC Television Network, to the board. Following the stockholders meeting, directors reelected officers, and named Robert L. Huffines, Jr., to the board's executive committee. Huffines is chairman of the board of Worth Fund, Inc., and of Frank G. Binswanger, Inc., Southern Division and National Bankers Life Insurance Co., and is a director of Textron Inc. He has been an AB-PT director since 1951, and fills the vacancy on the executive committee created by the death of H. Hugh McConnell last April.

First Quarter Set Mark

As previously announced, AB-PT had record sales of $288 millions last year, and a record first quarter net this year of $3,336,000, compared with $2,313,000 a year ago.

Goldenson attributed the company's "most significant progress" to television. Time billings in the first 1960 quarter, he said, are 22 per cent ahead of the corresponding 1959 period, after having shown the largest dollar and percentage increase of the three networks for 1959. The evening schedule for the fall quarter is already over 80 per cent sold out, Goldenson told the stockholders.

He described the company's theatre operations as the "second major source of income" and noted that earnings in this division in 1959 were ahead of the prior year "and improvement was also shown in the first quarter of this year."

Points to Product Shortage

"These results reflected a much firmer tone in the motion picture business than had been the case in the past several years," Goldenson noted. He then referred to the effects of the Hollywood strike, reporting that it has "created a short supply of pictures at this time."

The stockholders were told that AB-PT will continue its policy of disposing of non-profitable theatres, and has relinquished six since the first of the year, reducing its total holdings to 492. At the end of 1958, the total was 526 theatres.

A stockholder suggested that management give consideration to converting unprofitable theatres to bow ing alleys instead of disposing of then and another suggested that in cor gested business areas some theati properties might be more productiv as garages.

Goldenson told them that som theatres sold or leased have been cor verted to bowling alleys, and that th Garrick on Randolph Street in Ch cago's Loop has been leased to company that plans to convert it int a ramp garage; that a similar proje is being discussed for the State San Francisco, and that prospectiv lessees of one of the AB-PT New En land theatres have in mind convertir it to a bowling alley.

Stockholders who inquired abo prospects for an increased dividend, cash or stock, were told by Golde son that the directors will have th subject under consideration in the la quarter but cautioned them that expanding business has need of co siderable cash.

He said other divisions of the con pany were doing well, including Ar

---

AB-PT Stockholde Selling 'Largest Si

A spirited attack on Broadcast Mu Broadcasting-Paramount Theatres stoc both based on the contention that A in B.M.I.

Gloria Parker, a stockholder wh described herself as a songwriter an professional, called upon AB-PT t divest itself of all interest in B.M. and halt the "dumping of huge sum of money" into its coffers, because o what she termed recent "payola disclosures and B.M.I.'s sponsor ship of rock 'n' roll music, which sh termed "pornographic and sex-en couraging music."

She was critical, too, of B.M. president Sidney Kaye's associatio with the Goldberg, Rosemark, Coli and Kaye law firm, which is couns for AB-PT's competitor, CBS, as wa another AB-PT stockholder, Barne Young, who spoke of Kaye bein identified with continuing litigatio against ABC.

CBS Sale Cited

The latter, noting that CBS ha disposed of its B.M.I. stock, whic previously constituted the largest i dividual holding, for $35,000, a monished the company not to sell f such a "ridiculous" amount, and su gested the B.M.I. stock was wort "millions."

Leonard Goldenson, AB-PT pres dent, answered the stockholders b saying that the stock interest i B.M.I. had been "inherited" with th merger of United Paramount Theatr and ABC in 1953, and that he was n aware that it constituted the large individual holding. It amounts t about two and one-half to three p cent of the total, he said.

Goldenson added that AB-PT h never received a cent in dividen from the B.M.I. stock and that "h some relation to a stock's value." H assured Young that if the latter w prepared to make an offer for AB-PT B.M.I. holding "in the millions," h

Paramount Picture
has set a limited
number of key cit
playdates... prior
to early July coast
to-coast release.

Tony
Curtis
Debbie
Reynold
in the
PERLBERG-SEATON
production of
GARSON KANIN'S
the
rat
race
co-starring
JACK OAKIE / KAY MEDFORD
DON RICKLES / TECHNICOLOR
with JOE BUSHKIN · SAM BUTERA · GERRY MULLI
Directed by Robert Mulligan · Screenplay by Garso
Based on His Play · A Paramount Picture

Printe

l Shareholders
e to 20th-Fox

management of Twentieth
-Fox and its president, Spy-
uras, were given a plaque yes-
at the annual stockholders
for "meritorious achievement
eld of industrial management."
que, an award from the United
lders of America, was pre-
by Ben Javits, president of
ganization.

Toll-TV Seen as 'Inevitable'

(Continued from page 1)

Telemeter experiment in Toronto and is now in negotiation with a company for the development of a similar system.

"It can be a most useful instrument for the advance of our industry," he said, "provided we of the industry unite in seeking legislation which would restrict the showing of motion pictures on toll television to those which are from five to seven years old." He claimed that the Canadian experiment had shown that pictures that old received as good or better revenue than first run pictures.

"If toll television is permitted to show first run pictures," he continued, "the American motion picture industry will be destroyed because the theatres would be forced to close. Only legislation can give the protection needed and if it is not regulated the industry as we know it today will become a thing of the past."

He made the additional point that "if home television charges admission the industry will receive greater revenue. Not only that but theatres will benefit because the free competition they now face will be eliminated."

x's Studios

Continued from page 1)

of stockholders yesterday
on is with the Kratter Corpora-
d replaces the one approved
kholders last year with Wil-
ckendorf of Webb & Knapp.
lorf last year created a
ry known as the 91091 Cor-
to purchase the studio prop-
$56,000,000 payable over a
of ten years. This deal also in-
a lease-back of the studio
gs for an annual rental of
000 but the lease was to run
20 years. In addition, under
nents to the deal Fox had
to take a second mortgage on
to be built by Zeckendorf.
nt points of the new deal are:

e total purchase price is $43,-
but against this will be cred-
,500,000 paid by the 91091
pon the signing of the orig-
l plus the $1,000 a day penal-
nents paid by 91091 since
y 1, 1960, deadline for the
deal. At the time of the
of the new deal it is estimated
ll amount to approximately
0.

the time of the signing of the
greement which it is hoped
within a month, Kratter will
additional $2,400,000 to make
tal of $5,000,000.

the closing date, to be not
an six months from the sign-
the agreement, $38,000,000
paid in cash.

the closing date Kratter will
in a Los Angeles bank $1,-
in cash or securities for the
of constructing the Avenue
tars Boulevard along the main
property from Olympic Boule-
the third drill site which was
l for in the Zeckendorf agree-
ving the studio building front-
two streets. Kratter also must
adequate sewer facilities for
lopments on the property.

nder the lease-back provision
x will have the right to sub-
r part of the studio property
alter or demolish the present
s.

the event the stockholders
cial meeting to be called soon
ove the new deal Kratter will
e right to proceed with the
deal which provided for the
of the $56,000,000 purchase price over a period of ten years.

Skouras, outlining the plan to stockholders, said, "Let me emphasize that we regard no deal as certain until we get all the money. And I hope I don't have a heart attack when they hand me that $38,000,000."

In answer to questions from the floor Skouras, Donald Henderson and Otto Koegel said that the $43,000,000 in cash was the equivalent from an actuarial standpoint of the $56,000,000 in deferred payments.

Big Jump in Earnings

The announcement of the real estate plan was the big news of stockholders meeting but Skouras had other good news for the shareholders. Consolidated earnings for the first quarter of 1960, he said, were $1,602,282 compared with $930,000 for the corresponding period last year. He predicted that productions now in release and those to come, particularly "The Story of Ruth" and "From the Terrace," would place the 1960 earnings among the best the company has had.

He pointed out that the drop in gross income and in earnings shown in the annual report was entirely due to a loss of $5,000,000 in the production department. He assumed full blame for this, as president of the company, but he said, "This responsibility places me in a position to guide the affairs of the corporation more effectively in the future."

He reviewed progress in all departments of the company, predicting increasing revenue from all sources.

'Very Careful' on Post-1948

He told the stockholders the company would be "very careful" on the sale of its post-1948 pictures to television and ventured the opinion that in most not enough was charged for the earlier pictures which had been sold to television. He said the market would have to watch very closely and no hasty sales made.

On Eidophor he recalled that under a deal made last year a new holding company for the Eidophor patents had been set up in which Fox owns 50 per cent of the stock and a Swiss group including Ciba Pharmaceutical Co. the other 50 per cent. This company is to exploit uses for Eidophor other than in theatres. In addition in this country Fox is working with General Electric to work out means of overcoming technical difficulties which now prevent effective transission of the signals by wire.

All incumbent directors of the company were reelected. They are Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, Thomas A. Pappas, B. Earl Puckett, Spyros P. Skouras and Gen. James A. Van Fleet.

The board of directors of 20th-Fox yesterday declared a dividend of 40 cents payable June 30 to stockholders of record June 15.

Totman Takes Over

(Continued from page 1)

chain since he began as a part-time usher for Roland & Clark in Erie, Pa., in 1925. When Warner Brothers took over the theatres Totman became a manager of a Pittsburgh theatre, returned to Erie, managed successively the Iris, the Perry—a vaudeville house —and then shifted over to the deluxe Warner Theatre when it opened.

He then transferred to the advertising department as assistant—became district manager in the Erie territory and then Pittsburgh advertising manager. Nine years ago Totman was transferred to New England as assistant zone manager and advertising manager. His territory comprises the Stanley Warner theatres in Rhode Island, Massachusetts and Connecticut.

Magna Net

(Continued from page 1)

of George P. Skouras, which was released to the press yesterday. The net compares with a loss of $196,172 for the previous fiscal year. Operating income for the year reported on was $11,487,085, compared with $6,783,542 for the previous one.

In the letter to stockholders, Skouras states that the company is in the "best financial condition in its history," thanks largely to revenue from "South Pacific" and the Todd-AO Corp.

He also reports that Magna has acquired a story and developed a screen play to be used in the next Todd-AO picture, production of which is tentatively set before the end of the summer.

Next meeting of stockholders of Magna will be on June 14.

$4,500,000 Paid By Kratter to W&K

In a deal whereby Kratter Corp. will acquire the 267-acre Century City tract from 20th Century-Fox it will pay Webb & Knapp, which had originally contracted to buy and develop the site, approximately $4,500,000. In turn, Webb & Knapp will retain 25 acres for a hotel and apartments.

Kratter will proceed with development of the original Webb & Knapp plans proposed last year, according to a joint announcement yesterday by Marvin Kratter, chairman and president of the company, and William Zeckendorf, president of Webb & Knapp.

Century City comprises a vast complex of apartment houses, shopping centers, an ultra modern hotel, office buildings and school and religious facilities.

Provisions Outlined

Under terms of the agreement, Kratter pays 20th-Fox $2,393,000. The film company also retains $2,607,000 already paid by Webb & Knapp. In addition, Kratter will pay $38,000,000 upon the closing of the contract to buy the Century City tract. Closing is scheduled in six months following approval by stockholders of 20th-Fox.

When the new agrement is executed, Kratter will lease to 20th-Fox for 50 years the studio portion of the property of 75 acres at a net rental of $1.5 million per year. Fox also receives an option to renew the lease at the same amount for an additional 25 years.

Named Century City by Zeckendorf when Webb & Knapp originally acquired the tract from 20th Century in 1959, the planned community calls for:

12,500 Apartments Planned

A middle income, high rise housing development containing 12,500 apartments with a garage for more than 15,000 cars;

A 600,000 square foot shopping center, including a major department store with 1,800,000 square feet of parking space in a multi-level garage; and

A 1,000 room luxury hotel, The Century, with convention and exhibition space to be built on 1,000,000 square feet of land retained by Webb & Knapp.

Century City is expected to have a residential population of 40,000.

Construction of a major north-south boulevard through the center of the property, called "The Avenue of the Stars," will be under construction within 60 days after the closing, Kratter said.

'Hours' Big in D.C.

"The Gallant Hours," starring James Cagney, has racked up a solid $11,185 for its first three days in its world premiere engagement at the RKO Keith's Theatre in Washington, D.C., it was announced by William J. Heineman, United Artists vice-president.

Debbie

Reynolds

will make the nation gasp with a different kind of performance... as PEGGY the talent from Tampa who became a ten-cents-a-dance girl...

Paramount Pictures has set a limited number of key city playdates... prior to early July coast-to-coast release.

Tony
Curtis
Debbie
Reynolds

in the

PERLBERG-SEATON

production of

GARSON KANIN'S

the rat race

co-starring

JACK OAKIE / KAY MEDFORD
DON RICKLES / TECHNICOLOR®

with JOE BUSHKIN · SAM BUTERA · GERRY MULLIGAN
Directed by Robert Mulligan · Screenplay by Garson Ka
Based on His Play · A Paramount Picture

Printed in U.S

Shareholders to 20th-Fox

management of Twentieth Fox and its president, Spy- ras, were given a plaque yes-

right to proceed with the leal which provided for the of the $56,000,000 purchase

Toll-TV Seen as 'Inevitable'

(Continued from page 1)

Telemeter experiment in Toronto and is now in negotiation with a company for the development of a similar system.

ceutical Co. the other 50 per cent. This company is to exploit uses for Eidophor other than in theatres. In addition in this country Fox is working

tively set before the end of the summer.

Next meeting of stockholders of Magna will be on June 14.

$4,500,000 Paid By Kratter to W&K

r Corp. will
ntury City
Fox it will
h had orig-
nd develop
500,000. In
l retain 25
tments.
h develop-
& Knapp
ccording to
sterday by
and presi-
d William
Webb &

vast com-
shopping
otel, office
religious

ient, Krat-
000. The
2,607,000
pp. In ad-
8,000,000
ntract to
. Closing
following
20th-Fox.
executed,
x for 50
the prop-
l of $1.5
ceives an
the same
years.
ckendorf
nally ac-
Century
ity calls

ied

se hous-
12,500
or more

ing cen-
partment
feet of
garage;

he Cen-
hibition
square
Vebb &

have a
0.
h-south
of the
of the
truction
, Krat-

James
id $11,-

for its first three days in its world premiere engagement at the RKO Keith's Theatre in Washington, D.C., it was announced by William J. Heineman, United Artists vice-president.

Public Favors TV Censoring, Survey Shows

Special to THE DAILY

PEEKSKILL, N. Y., May 17. – An overwhelming majority, 85 per cent of the TV viewers queried in a new study conducted by Communication & Media Research Services, Inc., here, want or approve of some form of "censorship" for programs, according to a report issued by the research organization.

"This strong feeling in favor of 'censorship' is accompanied by considerable confusion as to whether there is at present any type of governmental network or other control over TV material," the report stated. "Most people assume, for example, that commercials are subject to some sort of control although they are not sure just who has the authority to exercise it. Actually, 94 per cent of those tested thought that some sort of approval is necessary for TV commercials. A majority of those surveyed believe TV programs are presently subject to legal obligation to provide programmatic material in the public interest."

Monthly Report Planned

The report, based on a representative sample of Eastern TV viewers who replied to anonymous questionnaires, is the first of what are to be monthly reports of a continuing study of public attitudes and information about television, undertaken by CMRS. The research organization has been pre-testing TV programs and commercials for networks, ad agencies and sponsors.

"While the precise meaning of the word censorship either as used in the study or as defined by the viewer himself was not stated by the report, the fact that so large a proportion of average viewers of TV are ready to accept its implication should be disturbing both to the TV industry and citizens in general," CMRS said.

Pursuing the question of censorship, the study asked respondents what they would consider the best authority to control TV censorship. "Federal government agencies" was the answer of 36 per cent of the respondents, while 22 per cent felt this problem should be dealt with by TV stations and networks. "Parents and civic groups" were selected by 17 per cent of the respondents as censoring bodies, and 17 per cent assigned this duty to "educators." "State government agencies" were picked by eight per cent while only three per cent felt that "sponsors," themselves, should be allowed to censor TV.

musifex co
45 w. 45 st. n.y.c.
dramatic jazz
background music
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

TOM EWELL, star of the Broadway click, "Thurber Carnival," will be CBSeen as star of a new half hour situation comedy series in the Fall. Ewell will be the only male member of a family consisting of his wife, mother-in-law and three daughters. Slotted Tuesdays (9-9:30 P.M.) the program will be co-sponsored by Quaker Oats and Procter & Gamble. . . . Stanley Adams' grand standard ditty, "Little Old Lady" (with the twinkle in her eye) typifies Salt Lake City's song queen Maryhale Woolsey (Otto Harbach also hails from the Mormon Capital). Maryhale, who wrote the beautiful ditty, "When It's Springtime In The Rockies" is the grandmother of 11 children. (When It's Off-Spring Time In The Rockies.") . . . Double AAscap cleffer Jimmy McHugh in Gotham to attend the "salute to Cole Porter" last week at the Met and for huddles with Film Producer Joe Levine with whom he's associated in the music biz. . . . The first of two interesting telefilm programs of the "America At Work" series will be seen TVia WABC, Sunday, May 29 (12:30-1:00 P.M). Titled "The Making of a Motion Picture With Union Labor" was filmed in Washington, D.C. by the AFL-CIO. . . . After a couple of successful years with Disney, Jack Fine has taken over as Nat'l Publicity and Promotion Chief for the Amy Label. . . . Tip to Talent Scouts:—Phone Paul Brenner, deejay at WAAT (Newark, N.J.) and ask him to let you meet his beautiful and talented young protege, Susie Lee. The 18-year-old doll was just recently named "Miss Broadway of 1960." . . . Filmed at 20th Century-Fox studios by Roncom Video Films, Inc., two new half hour programs, "Happy" and "Tate" will summer-replace "The Perry NBComo Show."

☆ ☆ ☆

Joe Moss, Prexy of the Moss Adv. Agency returns next month from a six week tour of Europe. . . . After 8 years as Ass't Producer of the "Sid Caesar Show" on each of the 3 nets, Len Kanter has become Commercial Sales Mgr. at H F H Productions, Inc. . . . Allen Swift will address the American TV Commercials Festival & Forum at the Hotel Roosevelt Friday. . . . Because the telecast over the ABChain of the Championship Boxing match between Ingemar Johannsen and Floyd Patterson conflicts with the NBC simulcast of the "Emmy" Awards, execs at the ATAS are neutral—they don't care who kayos whom so long as it happens in the first or second rounds. . . . Berton Schneider, who joined Screen Gems in 1954, after serving as Production Asst. to Sam Katzman at Columbia Pix, has just been upped to Director of Business Affairs by Veep Jerome Hyams. . . . Gillette has signed to sponsor for another two years the "Rose Bowl Football Games." The exclusive radio and TV rights has just been signed by NBC and the Pasadena Tournament of Roses Ass'n. . . . Paramount Pix may sign Merv Griffin to star in a musical moom pitcher. . . . Maestro Paul Taubman may baton the original Toscanini Symphony Orchestra on a concert tour plus three NBCasts. . . . Bob Banner Ass'ts. will CBSummer-replace "The Garry Moore Show" with a mystery-adventure series, "Diagnosis Homicide," to be scripted respectively by Bill S. Ballinger, Alvin Boretz, Joel Carpenter, Max Ehrlich and Ernest Kinoy.

NLRB Hearing June 20 In ATFP-SEG Case

From THE DAILY Bureau

HOLLYWOOD, May 17.—The National Labor Relations Board has issued a complaint charging unfair labor practices against the Alliance of Television Film Producers for refusal to bargain collectively with the Screen Extras Guild. Hearing on the complaint is set for June 20.

H. O'Neil Shanks, executive secretary of the SEG, said the complaint is based on the refusal of the Alliance to meet and bargain collectively with SEG unless such meetings take the form of multi-association bargaining between the guild on the one hand and the Alliance and Association of Motion Picture Producers, negotiating jointly, on the other.

SEG's contract with the Alliance expired April 2, 1959, Shanks explained, adding that SEG has not previously bargained on a multi-association basis.

Measure on Aid to TV Stations Killed

From THE DAILY Bureau

WASHINGTON, May 17. – The House rules committee has killed, by voice vote, a measure which would have provided for a system of Federal aid to establishment of educational TV stations.

FCC Feels It Should Hold Rein Over Wel

From THE DAILY Bureau

WASHINGTON, May 17. - Federal Communications Comm has told the House Commerce mittee that it endorses efforts by gress to empower it to regulat TV and radio networks.

FCC does not, however, appr Government licensing for net The Commission wants its ne thority to be limited to contr "policies, practices, and act which may adversely affect the of broadcast licensees to operate stations in the public interest."

FCC also endorsed propos stiffen the rules governing trans broadcast licenses. It would not far as a bill introduced by Cha Harris (D., Ark.) in requiring hearings be held for all radio a license transfers.

Wage-Hour Exempti Asked for Small Mar

From THE DAILY Bureau

WASHINGTON, May 17 lengthy statement requesting e tion of small-market radio and T tions from the Federal wage-ho has been submitted to the La (D., Ga.) subcommittee of the labor committee by the Nation sociation of Broadcasters.

Charles H. Tower, manag NAB's department of broadcas sonnel and economies, filed a l statement with the group. It as in part, that "legislative rel needed because the unusual unique operating conditions in station broadcasting make stri herence to the overtime provisi the law, at best, awkward a worst, impossible.

"Such relief is justified becaus employers in the small-market easters' business environment a now subject to the law; nor wil of them be covered by those pr for extended coverage which are given serious consideration."

Expect Action Tod On Community TV

From THE DAILY Bureau

WASHINGTON, May 17. Senate, after a sharp debate, ferred until Wednesday final ac a bill to permit the Federal munications Commission to community-antenna TV syste agreed to limit debate to 3½ ho cluding discussion of a motion Monroney (D., Okla.) to ret bill to committee—a procedu would effectively kill it for th sion.

EAST COAST
MOTION PICTURE PRODUCTION
EDITORIAL and TECHNICAL SERVI
℞ FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE
PERSONAL SUPERVISION
JOSEPH JOSEPHSON
Circle 6-2146
45 West 4
New Yo

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY
THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Theatre Vending — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Providing the industry with immediate spot news coverage, fully --- and accurately --- with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

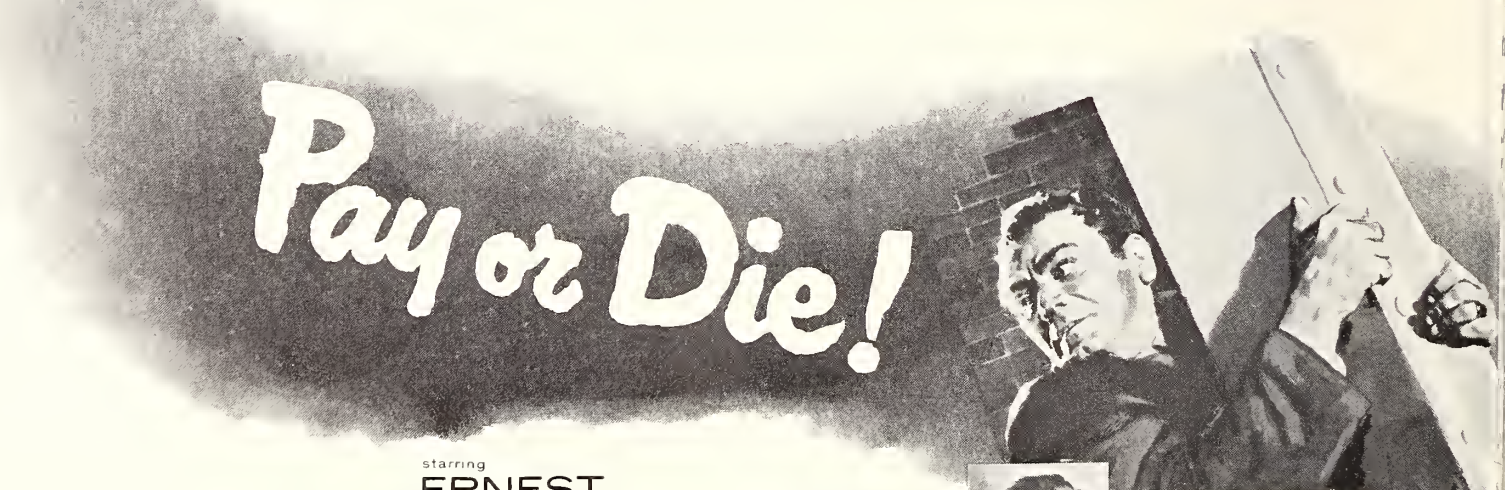
ALLIED ARTISTS *is proud to announce*

the ***WORLD PREMIERE*** *of*

Pay or Die!

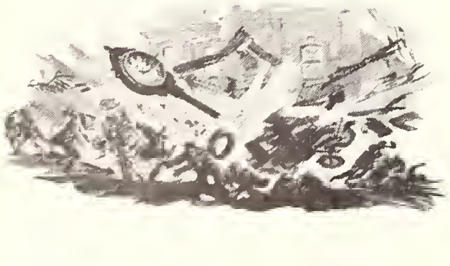
at the ***WARNER THEATRE,*** ***New York City***

Starting May 26th... this extended Pre-release engagement will follow in the honored footsteps of CINERAMA, PORGY AND BESS, and other roadshow attractions at this leading Broadway Showcase!



starring
ERNEST
BORGNINE

introducing
ZOHRA
LAMPERT



ALAN
AUSTIN

Produced and Directed by RICHARD WILSON Written by RICHARD COLLINS and BERTRAM MILLHAUSER

An ALLIED ARTISTS Picture

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 97 NEW YORK, U.S.A., THURSDAY, MAY 19, 1960 TEN CENTS

oronto Area

for Fight
Telemeter,
at an Arena

Seeking Deal With
'rompTer for Bout

Special to THE DAILY

)NTO, May 18. – If the Tele-
peration in suburban Etobicoke
nts to the Johanssen-Patterson
eight championship fight June
ill be unable to charge more
for the attraction, that being
ximum amount the coin at-
it can handle for a single pro-

ontrast, Telemeter's probable
competitor with the title fight
ırsity Stadium—will be charg-
ıdmission.
iations by both Telemeter and
sity Stadium are under way
lePrompTer of New York for

Continued on page 3)

and Ziv-UA Sign;
ication Up Today

y SAMUEL D. BERNS

LYWOOD, May 18.—The tele-
ranch of the Writers Guild of
ı and Ziv-United Artists, Inc.,
ay concluded a six-year con-
fective March 31, 1960, which
subject to ratification by WGA
nnual membership meeting to
l at the Beverly Hills Hotel
norrow night and at the Lex-
Hotel in New York. The con-
ves a 3 per cent increase on
ms, plus 2 per cent of the ab-
"Off-the-top") gross from sales

Continued on page 3)

Quarter Income
rted $1,699,000

ıount Pictures yesterday re-
stimated total consolidated in-
r the first quarter of 1960 of
)00 or $1.02 per share includ-
cial income of $754,000 or
share.
pecial income represents prin-
nstallments on the sale of the
3 library which is reported

(Continued on page 2)

Rise of Independents Affects Merchandising

Program for Today's Herald Merchandising Meetings

The program of the Herald Merchandising Conferences for today is as follows:

10:30 A.M. "Portrait in Black," campaign presentation, Universal screening room, 445 Park Ave.

12:00 P.M. Buffet lunch, Universal board room.

2:15 P.M. "Crack in the Mirror," 20th-Fox screening room, 444 West 56th St., followed hy discussion. Dinner at 6:30.

8:30 P.M. "Bells Are Ringing," Loew's Sheridan Theatre, 12th St. and Seventh Ave.

•

The campaign and discussion on Columbia's "Song Without End," screened yesterday afternoon; on Warners' "Hercules Unchained," shown last night; and "Portrait in Black," discussed this morning, will be reported in tomorrow's Motion Picture Daily.

'Herald' Round Table Session Discusses New Promotion Problems; Newspaper Pressure on Film Advertising Content

By SIDNEY RECHETNIK

(Picture on Page 6)

The problems of product merchandising, made more significant because of the changing Hollywood scene involving more independent producers than ever before, and the increasing pressure being exerted by newspapers on motion picture advertising high lighted the discussions which launched the opening session here yesterday of the fourth series of Merchandising Conferences sponsored semi-annually by Motion Picture Herald.

Martin Quigley, Jr., editor of the Herald and panel moderator, opened the morning session at the Grand Ballroom of the Gotham Hotel, before the most comprehensive gathering of circuit heads ever assembled in one room for a forum discussion. More than 100 exhibitors, representing 40 circuits in the United States and Canada, turned out to participate in the conference.

Distribution advertising - publicity executives who made up the panel included Phil Gerard, Universal-International eastern advertising and publicity manager; Edward Solomon, vice-president of Embassy Pictures; Abe Goodman, 20th-Fox national advertising manager; Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation; Dave Lipton, Universal vice-president

(Continued on page 6)

Chicago's Censors Cut 10% of 'French Line'

Special to THE DAILY

CHICAGO, May 17.—More than 1,000 feet of film was cut from the RKO film "French Line" before it was permitted to be shown here, it was revealed today. The film opened at the Monroe Theatre on May 12.

Sergeant Vincent Nolan, head of the Police Censor Board, said when the film, starring Jane Russell, was first rejected in 1954 it had over 10,000 feet of film. Recently submitted with song and dance routine cut out, in

(Continued on page 7)

Warner Bros. Reports $3,422,000 Profit For Six-Month Period Ending Feb. 27

Warner Bros. and its subsidiaries yesterday reported a net profit of $3,422,000 for the six months ending Feb. 27, 1960, after a provision of $3,500,000 for federal income taxes. This compares with $4,626,000 net profit for the same period last year.

Film rentals including television, sales, etc. amounted to $45,983,000, dividends from foreign subsidiaries not consolidated were $881,000 and profit on sales of capital assets was $196,000 for the six months ending February 27, 1960 as compared with $40,373,000, $642,000 and $707,000, respectively, for the six months ending Feb. 28, 1959.

As authorized by the stockholders at the annual meeting, 638,951 shares of treasury stock were retired during the three months ending Feb. 27, 1960. In the same period the company purchased 6,196 shares of its common stock at a cost of $267,000 and an employee exercised his option to purchase 5,000 shares of the common stock of the company. Subsequent to Feb. 27, 1960, an additional 13,600 shares were acquired at a cost of $565,000 and three employees exercised options to purchase 17,500 shares of the common stock of the company.

There are presently 1,507,900 shares of stock outstanding after deducting shares held in treasury.

Krecke, Export Veteran, Retires from MGM Post

The resignation of Henry F. Krecke, treasurer of Metro-Goldwyn-Mayer International, was announced by the company yesterday. He will retire from active business.

One of the veterans of the export film business, Krecke began his film business career in 1917 as accountant and chief auditor for the old Goldwyn Pictures company, for which he made some of the first trips by an American film executive to the Far East and Europe. In 1923 he became manager

(Continued on page 7)

PERSONAL MENTION

GEOFFREY SHURLOCK, Production Code administrator, will return to Hollywood from New York today.

•

CLARK RAMSEY, advertising director at the M-G-M studios, has left there for Honolulu.

•

LEON ROTH, vice-president of the Mirisch Co., has returned to Hollywood from New York.

•

ALFRED KATZ, United Artists foreign division manager, will leave New York on Monday for Mexico on the first leg of an extensive trip to Central and South America.

•

CARL FOREMAN, producer, has left Athens for London.

•

WILLIAM K. JENKINS, of Georgia Theatres, has returned to Fort Lauderdale, Fla., from Atlanta.

•

JOSEPH SHERMAN, operator of the Fair Haven Theatre, Fair Haven, Vt., has returned there from Albany, N. Y.

•

O. S. BARNETT, office manager for Allied Artists in Atlanta, has left there for a vacation.

•

ROBERT CORKERY, Motion Picture Export Association executive, will leave Mexico this week for Santiago, Chile, and Buenos Aires.

•

BUDDY ADLER, head of production for 20th Century-Fox, has left London for the Cannes Film Festival.

•

IRWIN POCHE, chief barker of Variety Club, Tent No. 45, is under treatment in Touro Infirmary, New Orleans.

•

FRED MATHIS, Paramount manager in Jacksonville, has returned there from Hollywood.

•

CARL MOSELEY, president of Tampa Bay Theatres, Tampa, Fla., has returned there from Jacksonville.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

Add New Theatres to Smakwitz S.W. Zone

Charles Smakwitz

Completing the changes in organization set-up arising out of the recent death of Moe Silver, Pittsburgh area zone manager, Harry M. Kalmine, vice-president and general manager of Stanley Warner theatres, announced yesterday that Charles A. Smakwitz, Newark area zone manager would now also operate the theatres in Albany, Utica and Troy in addition to the Jersey zone. These theatres have been detached from the New England operation centering in New Haven.

Smakwitz was zone manager of the original Albany zone from 1948 until 1955, when the was promoted to head the larger Newark operation. He will continue to headquarter in Newark.

20th-Fox Can't Use 'Oscar Wilde' Title

From THE DAILY Bureau

LONDON, May 18.—20th Century-Fox has been ordered by the Motion Picture Ass'n. to withdraw use of the title "Oscar Wilde," for its film dealing with the life of the writer. The title conflicts with "The Trials of Oscar Wilde," registered by Warwick Films for a picture on the same subject.

The ruling in favor of Warwick in the title dispute allows that company to use any of the titles it registered for the picture in America, it was stated.

Both 20th-Fox and Warwick have been racing to finish their films here first and beat their competitor to theatres. Openings are planned for both pictures by the companies as soon as possible.

Trade Needs 'Off-Beat' Pictures, Zanuck Says

Survival of the motion picture industry depends not only on top films like "Can-Can" and "Ben-Hur" but on the "off-beat" attraction, Darryl F. Zanuck said in a statement released here yesterday by 20th Century-Fox. The statement came as a message to exhibitors from Paris.

Zanuck said that he feels his new picture, "Crack in the Mirror," for 20th-Fox release, is such an "off-beat" film. "I am a long distance away," he added, "but I feel very close to you gentlemen and I know we share the belief that merchandising of a film is the only way we can keep our industry alive."

"Crack" opens today at the Paramount and Normandie Theatres here.

'Wind' Will Be U.S. Entry at Berlin Fete

Stanley Kramer's "Inherit the Wind," released by United Artists, has been selected by the Motion Picture Ass'n festival screening committee as the official U.S. entry in the Berlin Film Festival, it was announced by Ralph Hetzel, MPA vice-president.

The Berlin festival is scheduled for June 24 to July 5. It is expected that the U. S. official entry will be screened on June 25. Leo Hochstetter, MPEAA representative in Frankfurt, will be in charge of participation by the association.

Para. Quarter

(*Continued from page* 1)

on this basis for the first time in 1960 and will continue to be so reported quarterly, for several years to come, the company said. The purchaser's firm contracts with its customers have now more than covered the guaranteed purchase price, permitting this treatment of special income and its reporting to stockholders, it was pointed out.

Compared with Previous Year

The foregoing earnings compare with the first quarter of 1959 of total consolidated income of $3,645,000 or $2.11 per share, including special income of $2,327,000 or $1.35 per share. This special income in 1959 arose from the sale of the Metropolitan Broadcasting Corp. stock in January 1959.

'Rhapsody' Previewed In Moscow: Shelton

From THE DAILY Bureau

WASHINGTON, May 18.—A preview of "Rhapsody" took place in Moscow on May 14, reports Turner Shelton, chief of the U.S. Information Agency's international films. He said that the dubbing was considered very good. It is expected to open within a month, as is another U.S. film, "Lili."

So far, Shelton noted, there are no indications that the blow-up of the summit conference in Paris will have any immediate impact on the U.S.-Soviet Cultural Exchange program.

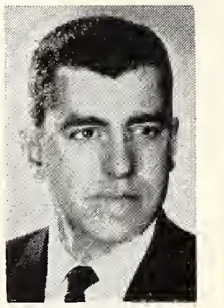
Missouri-Illinois Group Slates Aug. 29 Meeting

Special to THE DAILY

ST. LOUIS, Mo., May 18. — The Missouri-Illinois Theatre Owners, an affiliate of the Theatre Owners of America, will hold its annual convention at the Hotel Chase here on Monday, Aug. 29, president Ray Parker announced.

Wesley Bloomer will serve as general chairman for the convention, Parker said.

Martin Brown Ele Treasurer of AB-P


Martin Brown

Martin Brown, for the p assistant treasurer of America casting-Paramount Theatres, well preside assistan urer Ame Broa Compa been treasur PT it nounce mon F financi preside AB - vice - and treasurer of ABC.

Brown will continue his duties in the ABC division, tion to assuming the AB-PT position.

Siegel, who has been finan president and treasurer of addition to vice-president a urer of ABC, is relinquishing PT treasurer's position in devote more executive att the increasing diverse activit parent company as well as division.

Joined Company Last

Brown joined AB-PT and April 1959, after serving a ager in the New York office Waterhouse & Co., with was associated for ten years

'Congo' Gross $30

The 20th-Fox documenta ters of the Congo Jungle," h $301,493 in completed eng thus far, surpassing 20th's hi "Stopover Tokyo," which h 839 at this date in its relea

aircraft: COMET
(pure jet!)
flight: MONA
(de Luxe and First
frequency: NIGHT
(leaves New York a
destination: LOND

reservations through your Trav
BRITISH OVERSEAS AIRWAYS C
Flights from New York, Bosto
Detroit, San Francisco, Montreal.
in Atlanta, Dallas, Los Angeles,
adelphia, Pittsburgh, Washington,
Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herber Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywo Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the wo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Ci Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 ti as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

ENT TALK

ariety Club News

NEAPOLIS—Under the joint hip of the Variety Club of the est and the University of Min- chool of Journalism, the north- emiere of "Can-Can" is being on June 15, at the Century in Minneapolis, for the David an Scholarship Memorial Proceeds are earmarked for the of a scholarship in journalism bute to the late Dave Silver- teran Twin Cities newspaper- d Variety Club member. The Club committee in charge of niere includes Nate Shapiro, chairman; Tom Burke and Fliegel, co-chairmen; Eddie z, arrangements; and Ben ticket sales.

Films on Far East Acquired by AIP

rom THE DAILY Bureau

LYWOOD, May 18. — Ameri- ernational Pictures has final- agreement with Films Around rld for the distribution of of Eshnapur" and "Tombs of for the United States and

films, starring Debra Paget, color and were directed by ng as a two-part feature in Theatres played "Tiger of r" one week and "Tombs of he following week.

Release in September

can International has set er as the national release date films, which will be retitled and Canadian release.

Dividend Set

LYWOOD, May 18. — An- nent was made today by Steve president of Allied Artists, a meeting of executive com- of the board of directors of pany held at the home office May 17, 1960, payment of 15, 1960, quarterly dividend cents per share on the com- ½ per cent preferred stock thorized. Payment will be stockholders of record on 1960.

Now in Germany

LYWOOD, May 18.—Herbert production executive for Vis- lms, Inc., has flown to Mann- ermany, with a print of the - Terry Moore-American-In- al production, "Why Must I hich has been invited to the im Film Festival, May 23-28. d by Richard Bernstein with B. Duckett, executive pro- nd directed by Roy Del Ruth, ne only American film invited stival.

Toll-TV Rates for Bout Vary

(*Continued from page 1*)

the closed circuit rights to the championship bout locally. No deal has been closed yet.

Thus far no indication has been given the film companies which have supplied pictures to Telemeter here as to exactly how much is being taken in by Telemeter. This has been due to a lack of the tote machine which handles the tapes picked up from the various installations.

No Recapitulation Yet

Film companies have only been told that "A" pictures had a 50 per cent reception, while the older pictures picked up from 20 to 30 per cent of the audience. Collections are going on, but until the tapes have been checked in a month's time, there is no telling what the exact collections are.

Telemeter has now been installed in about 3,000 Etobicoke homes, with another 2,000 on order. These are expected to be completed about July.

Telemeter started in the upper-income section of Etobicoke, but is now selling its service in the southern section of the township, where there are more low-income families and apartments. "The response there has been enthusiastic, too" Eugene Fitzgibbons, president, Trans Canada Telemeter, said.

Inquiries to the Telemeter office, indicate many customers use Telemeter as a way of entertaining guests. Friends or neighbors may be invited in for dinner and to "watch the movie" afterward. These viewers like the fact that when the picture is over the screen goes blank, they can resume conversation.

Theatres in the district—Kingsway and Westwood—haven't suffered any. Both are 50 per cent owned by Famous Players, parent company of Trans Canada Telemeter. Telemeter appears to be reaching that portion of the audience which has gotten out of the habit of going to the films.

Subscriber Enthusiastic

Mrs. Frank Coles who has had Telemeter since the start, said the service is made to order for people like herself and her husband who enjoy movies but seldom get out to a theatre.

Officers of the company said they had no immediate plans for expansion into other municipalities in this area or into other Canadian communities.

Filmack Installs New Animation Equipment

Special to THE DAILY

CHICAGO, Ill., May 18.—Filmack Productions, specialists in the production of film for industry, television and theatres, today announced installation of specialized new Oxberry animation equipment designed to help make the Midwest as big an animation production center as New York or Hollywood.

"Midwestern users of animation will save time by having their work performed close to home instead of on the coasts," said Don Mack, sales manager of the 41-year-old firm. "The use of this new equipment, coupled with Filmack's expanded creative staff, has enabled the firm to achieve faster delivery, greater volume, more special effects and high quality," he said.

Production Time Reduced

Filmstrip production time has been cut 50 per cent and animation production time by 25 per cent with the new machinery, report cameramen Pat Cascio and Stanley Polinski.

Widmark Signs Karlson

HOLLYWOOD, May 18.—Richard Widmark's Heath Productions has signed Phil Karlson to direct "The Secret Ways," starring Widmark. Production will be filmed entirely in Vienna, starting Aug. 1. Widmark leaves June 1, and Karlson June 6, for Vienna to set up production and complete casting.

Karlson just completed directing "Hell to Eternity," for Allied Artists, and recently won the Screen Directors Guild television achievement award for his direction of the first two hour-long segments of "The Untouchables" series.

Community Antenna Bill Sent Back to Committee

From THE DAILY Bureau

WASHINGTON, May 18. — The Senate has voted to send back to committee the bill to authorize the Federal Communications Commission to regulate community antenna TV systems. In effect, this will probably kill the legislation for the current session of Congress.

Foreign Investment Bill Is Passed by the House

From THE DAILY Bureau

WASHINGTON, May 18. — The House today passed by a vote of 192 to 195 the foreign investment incentive tax bill. It provides tax deferral for income of U.S. firms operating in under-developed areas abroad.

In view of the narrow margin by which the bill passed and the fact that its scope had been considerably narrowed by amendments, no serious effort to push it through the Senate this year is expected.

Peacock Theatre, N. O., Reopening as Art House

Special to THE DAILY

NEW ORLEANS, May 18.—The redecorated Peaeock Theatre, in the neighborhood area of this city, has taken on a new look after four months of refurbishing and will reopen on Thursday as an "art" showcase.

The house will be operated by Nelson McNaughton, president of Peacock Theatres, Inc., who has selected the French film, "The 400 Blows," for the opening attraction, for which he negotiated through the local office of Don Kay Enterprises.

PEOPLE

Edwin L. Stuart, manager of the State Theatre, Stanley Warner operation in Manchester, Conn., has been named by the circuit to a similar post at the Capitol Theatre, Willimantic, Conn., succeeding **Russell Barrett,** who has retired after 30 years with S-W and its predecessor organization, Warner Brothers Theatres. **Mrs. Olive Recave,** assistant to **Jack Sanson,** manager of the Strand Theatre, Hartford, will replace Stuart in Manchester. **Jack Cody,** formerly of the Warner Theatre, Bridgeport, will be assistant to **Sanson.**

☐

Robert Dieselberg, head booker at Capital Releasing Corp., Atlanta, has resigned from the company.

☐

Ernest A. Grecula, formerly manager of the Colonial Theatre, Hartford, a unit of Community Theatres, has been named by that circuit to the post of manager of the Central Theatre, West Hartford, succeeding **Hugh L. Campbell,** who has retired after 40 years in the industry. **Greeula** will continue to handle Community's advertising and publicity

☐

Elmer F. Lux, former president of the Common Council of Buffalo and for many years prominent in Buffalo area distribution and exhibition, has become a last-moment independent entry for the Democratic county executive nomination in the June 7 primary.

Russian Film 'Idiot' Opens Here July 20

"The Idiot," Russian film being released by 20th Century-Fox under the Soviet-American cultural exchange agreement, will open at the Normandie Theatre here on the night of July 20, it was announced yesterday by Spyros P. Skouras, 20th-Fox president.

At the same time, Skouras said that his company's film, "All About Eve," will open in Moscow in September.

The New York opening will be attended by high-ranking members of the diplomatic corps from both nations as well as representatives of the delegations to the United Nations.

WGA and Ziv-UA

(*Continued from page 1*)

in foreign markets. This applies to films produced during the term of the new contract and released in foreign markets after March 31, 1964.

WGA and Ziv-UA agreed to set up a fact-finding committee to work out a formula under which all writers are to be paid a percentage of the domestic and foreign grosses and to receive previously stipulated advances against these grosses. When the formula is agreed upon it will take precedence over the new contract.

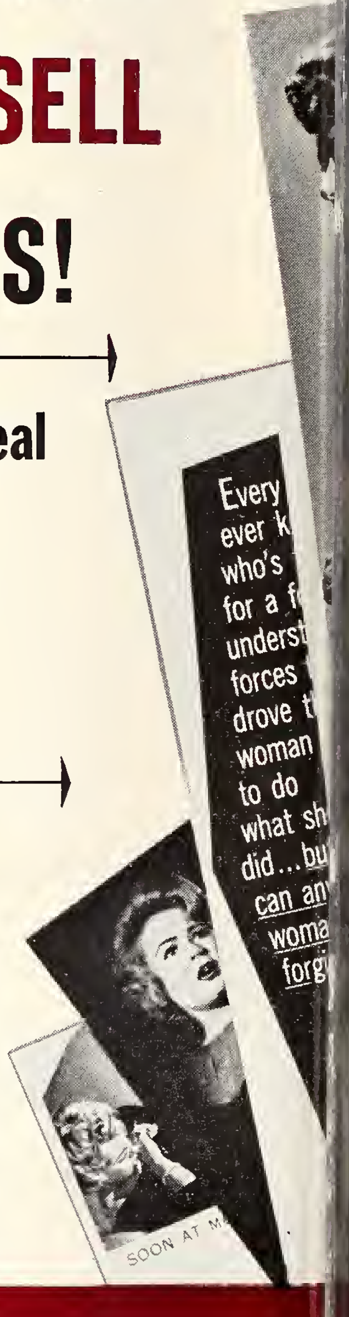
GUARANTEED PRE-SO
BY
UNIVERS

"PORTRAIT IN BLACK"

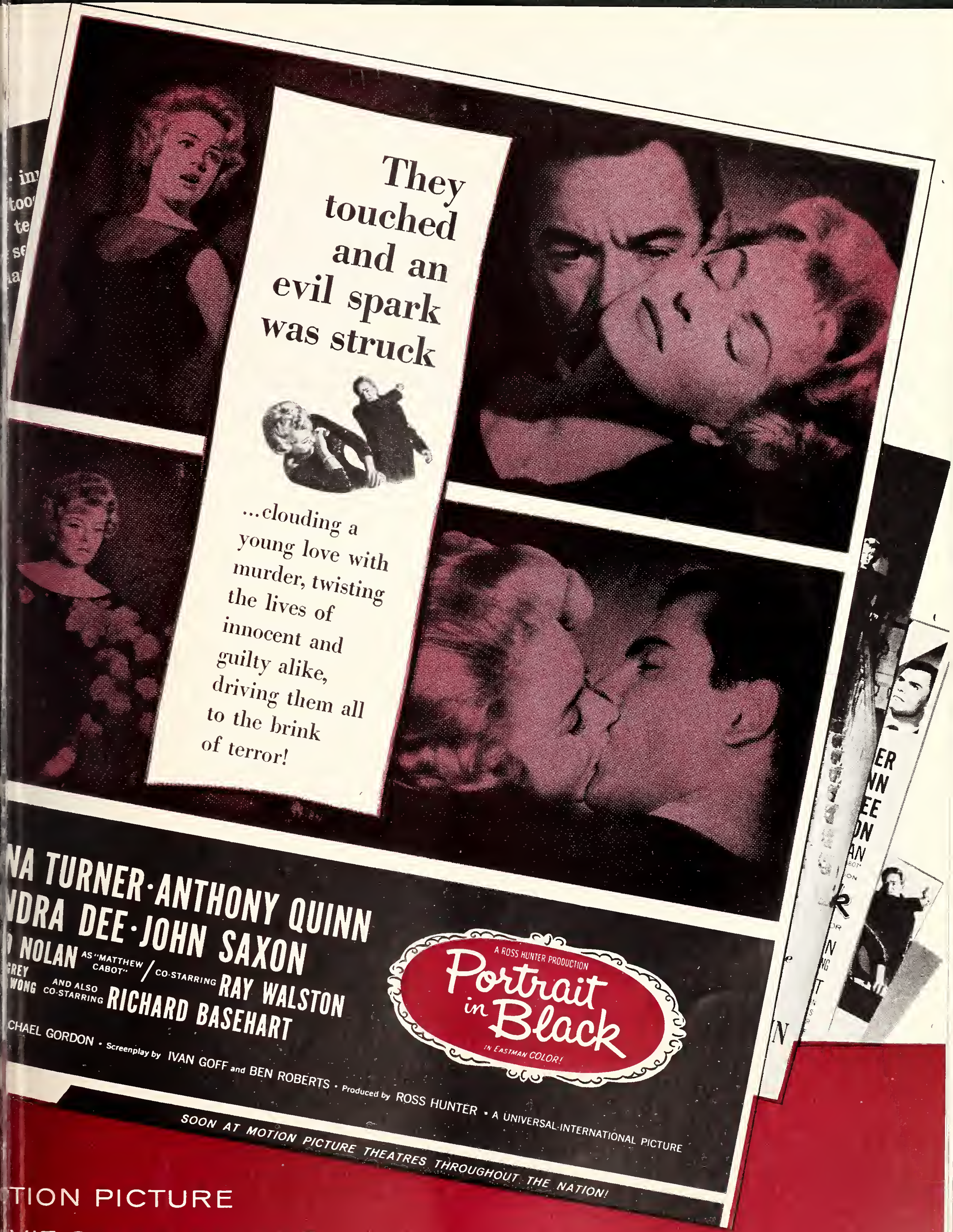
YOUR HOT ONE FOR THE SUMMER GETS UNIVERSAL'S BIG PRE-SELL IN 20 NATIONAL MAGAZINES!

With ads Tailored to Target on Woman Appeal ...Youth Appeal...Young Adult Appeal ...Teen Appeal...Family Appeal... and above All BOXOFFICE APPEAL!!!

These Selling-Messages Will Reach A Magazine Audience Of Over 120,000,000 And They Will Be Buttressed With Tie-ups and Promotions Which Will Include Full-Color Magazine Ads, TV and Radio Spots and Point-Of-Sale Displays.


Every
ever k
who's
for a f
underst
forces
drove t
woman
to do
what sh
did...bu
can an
woma
forg
SOON AT M

LIFE • LOOK • REDBOOK • McCALL'S
GOOD HOUSEKEEPING • SEVENTEEN • TRUE ST
TRUE CONFESSIONS • TEEN • PHOTO
MODERN SCREEN • SCREEN STORIES • MOVIE
MOVIELAND & TV TIME SCREEN STARS • MOVIE MI



They touched and an evil spark was struck

...clouding a young love with murder, twisting the lives of innocent and guilty alike, driving them all to the brink of terror!

NA TURNER·ANTHONY QUINN
NDRA DEE·JOHN SAXON
NOLAN AS "MATTHEW CABOT" / CO-STARRING RAY WALSTON
REY
WONG AND ALSO CO-STARRING RICHARD BASEHART
CHAEL GORDON · Screenplay by IVAN GOFF and BEN ROBERTS · Produced by ROSS HUNTER · A UNIVERSAL-INTERNATIONAL PICTURE

A ROSS HUNTER PRODUCTION
Portrait in Black
IN EASTMAN COLOR!

SOON AT MOTION PICTURE THEATRES THROUGHOUT THE NATION!

TION PICTURE
VIE STARS PARADE
& MOVIE SCREEN • SILVER SCREEN

MOTION PICTURE HERALD MERCHANDISING CONFERENCES

Independents Seen Bringing New Problen

'A New Look' In the Industry Termed Result

(*Continued from page* 1)

with headquarters in Hollywood; Si Seadler, Metro-Goldwyn-Mayer national advertising manager; Rodney Bush, 20th-Fox exploitation manager; Joseph Friedman, assistant to Martin Davis and Paramount exploitation manager; Roger Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, and Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation. Also on the dais to participate in the forum on newspaper censorship in advertising were Charles E. McCarthy, executive director of the Council of Motion Picture Organizations, and Gordon White, director of the Advertising Code Administration.

Getting Acquainted Vital

Pointing to the conferences as a means of "getting better acquainted," Quigley told the gathering that "we are here because most of us can do little about product. Making pictures is primarily the business of the producers, and it would be futile for us to demand they make more pictures, and to stipulate the kind of pictures they should make."

He stated, however, that we all can "do something about product merchandising" and cited the attendance representing all phases, of theatre management as emphasizing that this is "a total job," involving all facets of the industry. He referred to the "Let's Do It!" phase of the Markley Plan and stressed that the "do" part of the phrase was what "makes merchandising the tough job it is."

Hollywood Viewpoint by Lipton

Lipton introduced the product merchandising phase of the session from the point of view of Hollywood saying that we must "face the realties of the new look in the industry." The major companies today are by and large distributors, with more and more independent producers appearing on the scene constantly and so are agents for the independents, he said. As such they are not entirely responsible for the product per se. He pointed out that the need for independent producers as the Hollywood scene is set up today forces the distributors to give them pertinent say in the advertising of their respective pictures. He referred to the fact that the majors and the independents were "partners."

"Our partners," Lipton said, "are subject to many Hollywood trends, particularly in advertising. This trend is currently toward the simple ad, with little or no copy, thus getting away from the concept of what the picture is about."

Martin Quigley, Jr. opening the round table discussion at the first session of the Herald Merchandising Conferences yesterday at the Hotel Gotham. With him on the dais, left to right, are Philip Gerard, U-I; Eddie Solomon, Embassy; Abe Goodman, 20th-Fox; Gordon White, Advertising Code Administrator; Charles McCarthy, COMPO; Jonas Rosenfi Columbia; David Lipton, U-I; Silas Seadler, Rodney Bush, 20th-Fox; Joseph Friedman mount, and Roger Lewis, UA. Robert S. Fe Columbia, also was on the dais.

Lipton also pointed up the difficult problem of billing brought about by the fact that performers, some hardly known at all, demand important billing space in advertising materials. Many times these demands are made on the evening before the picture is set to roll, and the demands of necessity are met. Saying there was very little that the companies were able to do in these situations, he suggested that exhibitors might be able to present these problems in person to the independent producers, mentioning the forthcoming Hollywood convention of the Theatre Owners of America as a good time to do so.

Cites Effects of Strike

"Product merchandising for the remainder of this year," said Lipton, "and for well into the next is of utmost importance because of the recent strike which has cut down product availability. We must sell as hard as possible, this year and next."

In the discussion that followed Seymour Morris, of the Schine circuit, said that a significant problem in his area in upstate New York is that newspaper critics know too little about upcoming product. He suggested inviting the critics to different forums, but if this is not feasible, to hold regional meetings of this kind where pictures could be screened for these people.

Pre-testing a campaign two, three or even as many as four times was the merchandising method aimed at eliminating guess work advanced by Harry Goldberg of Stanley Warner.

Ferguson scored exhibitors for being interested only in what they could get from the distributors, with no thought of what they could do to help. "Exhibitors must also contribute," he said.

Jack Foxe, Loew's Capitol Theatre, Washington, suggested that to solve the "economic problem of inviting critics to area screenings," that each make himself a personal representative and report the context of the current conferences to their local critics.

The lack of feature newspaper material was deplored by Bob Rappaport of Rappaport Theatres who claimed that he only received such material on top block busters like MGM's "Ben-Hur."

Mandel Shoulders Some Blame

Harry Mandel, vice-president of RKO Theatres, declared himself in agreement with Ferguson and said that "we (the exhibitors) should take fifty per cent of the blame on merchandising." He pointed out that the distributors did not have enough men "to give us the tools" and that "we should do a great deal of the job ourselves."

Feature stories that already have appeared in Coast newspapers should not appear in the press books was the opinion of Lou Brown of Loew's Orpheum, Boston. He also suggested that branch managers invite critics to trade screenings.

Pleads for Publicity Releases

Since fewer pictures are being released press books now can "keep up with us," Curtis Mees of Skouras Theatres, said. He also mentioned that whereas television editors were swamped with publicity releases, the motion picture editors, desks are relatively free of film news.

Gerard told the group that his company was working on a idea of preparing motion picture news as "news" and not merely as publicity releases.

Arthur Manson of Stanley Warner pointed out that saturation bookings across the country made it impossible to work out individual campaigns for pictures.

The circuit representatives were told by Lewis that the promotion budgets on two pictures, "On the Beach" and "Solomon and Sheba" were over $3,300,000 to dat represents more money that w on negative costs five years pointed out.

He said that from $60($800,000 "must be spent" on picture today. This money is on the pre-production level, helping to sell a novel before through the picture's general

Quigley, Jr. read pertinent nications from Myron N. B Central States Theatres, Inc. Segman of Balaban and Kat said that the press books lac ficient small sizes of the "be and they lacked sufficient va scene mats.

Deplores Lack of Manpo

Segman deplored the diffi getting experienced advertis publicity manpower in the fi

The session was begun wit cussion of newspaper censo motion picture advertising Rosenfield, McCarthy and Wh discussions revealed that a agreed on the matter of indus regulation on newspaper ad and the need to present a unit against censorship in all form

Rosenfield was moderator segment of the forum, and int McCarthy, who reported on in the area, and outlined th work" established by COMPC "dissemination of industry ne

Proud of Industry's Reput

White stressed the priceless the good image that the publi the motion picture industry, "we should not squander that

More than two dozen mer ipated in this discussion fr floor. They included Morris, E of Universal Pictures in C Goldberg Manson, Seadler, Schine of the Schine Theatr ard, Lewis, Lipton, Sperie Pe Connecticut, R. W. Math Comerford and Eugene Ples the Brooklyn Paramount The

icago Cuts

(Continued from page 1)

Miss Russell wore no more e law allows, the footage was 1 to 9,000 feet, said Nolan.

1 made the disclosure in reply rts that the film was permitted hown with no cuts despite its ejections. He said the board ly ordered the deletion because Russell's scanty attire and sug- dances.

1 also revealed that, unlike his ssor, Timothy J. O'Connor, uperintendent Wilson is assum- pervision over the film cen- Although numerous films have nned by the board, Nolan said has not yet viewed any.

Viewed by Attorney

assistant corporation counsel, 1 Hartigan, now does view ms in which litigation is threat- Nolan said Wilson has given approval to all cuts ordered outright bans on films recom- 1 by the board.

board now is functioning with our members. Two vacancies eated when two women were 1 as a result of repeated quar- r films.

kner to Columbia railer Department

From THE DAILY Bureau

LYWOOD, May 18. — Roy r, veteran trailer producer, has Columbia's newly formed trailer 1 promotion department as as- to Jack Atlas. Prior to joining bia, Brickner was with Warner s and M-G-M, producing, writ- 1 directing trailers and short ..

Night Fighters' Taormina Festival

Night Fighters," starring Rob- chum, has been selected as an entry in the Taormina Film 1, an annual non-competitive which is held in Taormina, rom July 15-25. The D.R.M.- nd Stross Production was direct- Tay Garnett for United Artists

er Ebel Dies at 81

SPRINGS, Ark., May 18. — M. Ebel, 81, former manager old Lyceum Theatre here, is He had appeared in the legiti- heatre and in vaudeville. He Garland County representative state legislature in 1921-22.

cula' Openings Set

les of Dracula," the new Ham- m being released by Universal- tional, will have its world pre- at the Malco Theatre in Mem- Friday, June 3, to be followed torial openings in the Memphis ew Orleans and Atlanta terri-

Exhibitors Attending 'M. P. Herald' Product Merchandising Conferences

MURRAY ALPER, *Randforce Amusement Co*

PAUL BAISE, *Walter Reade Theatres.*

IRVING BERMAN, *Randforce Amusement Co.*

LOU BROWN, *Loew's Orpheum Theatre*, Boston, Mass.

HENRY CAPOGNA, *Butterfield Circuit*, Detroit, Mich.

MAX COOPER, *Skouras Theatres Corporation.*

GEORGE DAVIS, *Randforce Amusement Co.*

BERNARD DIAMOND, *Schine Circuit, Inc.*

EMILY W. ELLIS, *Rosenblatt-Welt.*

ERNEST EMERLING, *Loew's Theatres.*

SY EVANS, *Schine Circuit, Inc.*

LOUIS FINSKE, *Florida State Theatres*, Jacksonville, Fla.

JACK FOXE, *Loew's Capitol Theatre*, Washington, D. C.

LEOPOLD FRIEDMAN, *Loew's Theatres.*

ERWIN GOLD, *Randforce Amusement Co.*

HARRY GOLDBERG, *Stanley Warner Corp.*

L. R. GOLDING, *Fabian Theatres.*

EDGAR GOTH, *Stanley Warner Management Corp.*

CHARLES GRACE, *Randforce Amusement Co.*

RUSS GRANT, *Loew's Theatres.*

PAUL HANNER, *The Odeon Theatres*, Toronto, Canada.

JACK HAYNES, *Shor Theatres*, Cincinnati, Ohio.

SAM HORWITZ.

JACK HYNES, *Shea Paramount Thetre*, Youngstown, Ohio.

DAVID JONES, *Kerasotes Theatres*, Springfield, Ill.

WILLIAM KRAEMER, *Schine Circuit.*

FREDERICK KUNKEL, *United Artists Theatre Circuit.*

M. KROMAN, *Graham Theatre.*

GEORGE LANGBART, *Randforce Amusement Co.*

NICK LAVIDOR, *Smith Management Co.*, Boston, Mass.

BLANCHE LIVINGSTON, *RKO Theatres.*

CLIFFORD LOTH, *Interboro Circuit Inc*

HARRY MANDEL, *RKO Theatres.*

ARTHUR MANSON, *Stanley Warner Corp.*

SIDNEY MARKLEY, *AB-Paramount.*

MRS. EDITH BOLTE MARSHALL, *John C. Bolte Circuit.*

CURTIS MEES, *Skouras Theatres.*

JOHN MURPHY, *Loew's Theatres.*

R. W. MATTHEWS, *The Comerford Theatres*, Scranton, Pa.

ARTHUR MAYER.

MURRAY MAINBERG, *Tribune Theatre.*

SEYMOUR MORRIS, *Schine Circuit, Inc.*

SPERIE PERAKOS, *Perakos Theatres Associates*, New Britain, Conn.

JAMES V. PISAPIA, *Interboro Circuit, Inc.*

EUGENE PLESHETTE, *Brooklyn Paramount.*

BOB RAPPAPORT, *Rappaport Theatres*, Baltimore, Md.

GENE SANTERAMO, *Skouras Theatres Corporation.*

GERALD SHEA, *Shea Circuit*

DONALD SCHINE, *Schine Circuit, Inc.*

SOL SCHWARTZ, *RKO Theatres.*

JAMES SHANAHAN, *Loew's Theatres, Inc.*

ROBERT K. SHAPIRO, *Paramount Theatre.*

RAY E. SMITH, *Jamestown Amusement Co.*

HENRY SPIEGEL, *AB - Paramount Theatres.*

HAROLD STERN, *Century Circuit.*

DALE TYSINGER, *Shea Theatres*, Zanesville, Ohio.

Also: AL FLOERSHEIMER, *Theatre Owners of America;* MERLIN LEWIS, *American Congress of Exhibitors;* DAVID MARTIN, *National Screen Service*

Expanding Concessions

MIAMI, May 18.—The vending machine operations of Wometco Enterprises will be considerably expanded as the result of a contract signed with a large chain of supermarkets operating in Orlando and Central Florida. Van Myers, Wometco vice-president, declared that full lines of cigarettes, food, candy and soft drinks will be installed.

Krecke Retires

(*Continued from page* 1)

of the Goldwyn company's foreign department.

When the Goldwyn company merged with Marcus Loew and Louis B. Mayer to form the new producing firm of Metro-Goldwyn-Mayer, Krecke joined the new firm as an international executive. His job from the beginning was the financial details of the foreign department. He became the first treasurer of the overseas corporation and continued in that post.

Cinerama for Sweden; Start Slated for June

The Vinterpalast in Stockholm is the latest addition to the list of theatres being added to the Cinerama foreign chain, it was announced by B. G. Kranze, vice-president of Cinerama, Inc. The Vinterpalast will open Cinerama as the exclusive showcase in Sweden, early in June.

WOMPI Aids Palsy Drive

JACKSONVILLE, May 18.—Twenty-seven members of the local chapter, Women of the Motion Picture Industry will have key roles in staging this city's annual Cerebral Palsy Tel-A-Thon May 21-22 from the auditorium of the George Washington Hotel. A goal of $100,000 has been set.

FROM
GHOST
TO
GHOST
THE WORD'S OUT...
William Castle's
13 GHOSTS
in ILLUSION-O! is eerie-sistable!
Plus FREE GHOST VIEWERS for all your patrons
...from COLUMBIA

"FIVE BRANDED WOME
OPENS TO SENSATIONA
BRAND OF BUSINESS!
S.R.OPENINGS AT

State Lake—Chicago • **Loew's**—Canton • **Allyn**—Hartfor
Warner-Merritt—Bridgeport • **Paramount**—Brooklyn
Madison—Peoria • **Paramount**—Buffalo • **Broad**—Columb

A TOWERING EPIC OF LOVE,
WAR AND VENGEANCE
from the maker of "WAR AND PEAC"
A DINO DE LAURENTIIS PRODUCTIO

FIVE BRANDED WOME

starring
SILVANA MANGANO · VERA MILES · BARBARA BEL GEDDES · JEANNE MOREAU · RICHARD BASEHART · HARRY GUARDINO · STEVE FORREST · ALEX NICOL · CA GRA

and VAN HEFLIN as Velko

Produced by DINO DE LAURENTIIS · Directed by MARTIN RITT · Screenplay by IVO PERILLI · Based on a novel by UGO PIRRO · A PARAMOUNT RELEASE

All
News
hat
News

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 98 NEW YORK, U.S.A., FRIDAY, MAY 20, 1960 TEN CENTS

l Attack

wmen Plan onn. Drive inst Pay-TV

f Nationwide Plan; 'it Hartford Test

pecial to THE DAILY

HAVEN, Conn., May 19. – ut exhibitors began prepara- ty to carry to the public in- about the costs it will have nder the proposed pay-tele- t Zenith-RKO General plans ion WHCT in Hartford.

100 theatremen, including tives of the major theatre s well as independently op- ouses, met at the Union Club here today for a dis- of the proposed tests, and akers maintain that pay-TV evision without commercials, the public would not sup-

Continued on page 2)

. Gamble, Former t Head, Dead

pecial to THE DAILY

RANCISCO, May 19. – Ted le, former circuit executive ime head of the Treasury Var Finance Division, died here yesterday after suffer- ebral hemorrhage.

, who was 54 years ago, was ere when stricken at the St. Hotel. He was removed to ian Medical Center where hortly after arriving.

s chairman of the board of Theatres Assn. and was in-

Continued on page 3)

Horwitz Dies; er in Cleveland

pecial to THE DAILY

ELAND, O., May 19.—M. B. 74, president of the Washing- atre Circuit, and pioneer exhibitor, died today in Uni- ospital of a heart ailment. ervice will be held Sunday in Park Synagogue.

 Russia, Horwitz entered the icture industry in this coun-

Continued on page 2)

'Herald' Meetings End Today With Screenings, Discussions

The fourth in the series of semi-annual Merchandising Conferences sponsored by Motion Picture Herald will close today with a screening and discussion of United Artists' "The Apartment" and a discussion of M-G-M's "The Bells Are Ringing," which exhibitor delegates saw last night.

Showmen from all over the U.S. and Canada have been attending the Herald-sponsored meetings this week which are designed to bring exhibitors and distributors together in advance of the release of a film to work out promotional concepts to their mutual advantage. The conferences also included a lively round table session Wednesday morning on general promotion problems and newspaper censorship.

The screening of "The Apartment" will he at 9:30 A.M. today at the U.A. home office, 729 Seventh Ave. This will he followed by lunch in the Emerald Room of the Astor Hotel, Broadway and 44th St., after which there will be a campaign discussion of "Bells Are Ringing."

Exhibitors have already seen "Song Without End," "Hercules Unchained," and "Portrait in Black," the campaigns and discussions for which appear in this issue on pages 6 and 7. Reports on "Crack in The Mirror," "Bells Are Ringing," and "The Apartment" will appear in Motion Picture Daily on Monday.

Report Mich. Film Truck Service May Get Help

Special to THE DAILY

DETROIT, May 19. – Widely circulated reports here today were that financial assistance, including some from James C. Hoffa's Teamsters' union, might be forthcoming soon to permit the Film Truck Service to resume hauling film. The service has been shut off for a week as a result of seizure by Internal Revenue Service of trucks and other assets pending settement of tax accounts.

Meanwhile, out-state theatres are functioning normally despite the added costs and time losses involved in making emergency film shipments. The main difficulty now being encountered results from the failure of some exhibitors to return prints promptly either to exchanges or the booking following their own.

Officers Are Reelected At Meeting of AMPP

From THE DAILY Bureau

HOLLYWOOD, May 19. – Eric Johnston, president; Y. Frank Freeman, chairman of the board; Steve Broidy and B. B. Kahane, vice-presidents, and Alfred P. Chamie, secretary-treasurer were reelected to those posts with the Association of Motion

(Continued on page 3)

Gerard Hails 'Herald' Meets

Philip Gerard, Universal eastern advertising and publicity director, paid high tribute to the Merchandising Conferences, sponsored by "Motion Picture Herald," saying that in "sponsoring these forums regularly, "the Quigleys have shown industry leadership which all of us applaud." Gerard spoke at the "Portrait in Black" merchandising session in the company's screening room here yesterday.

"The forums provide the only con-

(Continued on page 7)

'Immoral' Films Hit By Vatican Paper Again

Special to THE DAILY

VATICAN CITY, May 19.—*L'Osservatore Romano*, Vatican City's daily newspaper, has again protested against the immoral tone of Italian movies. The newspaper said that "for several years the movie industry has violated all sense of reserve and self-control."

It declared that in recent years "there has not been a film, irrespective of the period and country where plot evolves, that does not have more or less wanton scenes and actors in definitely immodest situations."

The article cited the following sta-

(Continued on page 3)

Hits Long Wait

Legal Attack On New Jersey Clearance Near

Long-Threatened Damage Action Ready for Filing

Special to THE DAILY

PHILADELPHIA, May 19.—After years of deliberation and preparation, the long threatened exhibitor court action attacking the New Jersey clearance and release system appears about to become a reality.

Edwin J. Rome of the local law firm of Blank, Rudenko and Rome, counsel for Allied Theatre Owners of New Jersey, who has been in charge of the long-considered litigation, said the suit may be filed within the next week. Pending its filing he declined to identify the plaintiff, to enumerate the allegations or even to say in what court the filing will take place.

However, it was learned elsewhere that an individual exhibitor, or perhaps more than one, will appear as plaintiff in the action and that damages will be sought. The principal al-

(Continued on page 7)

Gus Kerasotes Dies; Veteran Ill. Exhibitor

Special to THE DAILY

SPRINGFIELD, Ill., May 19.—Gus Kerasotes, 86, veteran exhibitor who last fall celebrated his 50th anniversary as a showman, died today in St. Joseph's Hospital here. He had been ill for some time with a heart condition.

Kerasotes was for many years president of Kerasotes Theatres, a circuit

(Continued on page 7)

Engel Scores Writers' Strike And Star System

By SAUL OSTROVE

Producer Samuel G. Engel, here for conferences on his forthcoming "The Story of Ruth," yesterday took aim at the industry writers' strike ("immoral and illegal"), Hollywood's star system ("names mean nothing"), and the words used to describe the commerce of motion pictures ("films are

(Continued on page 2)

PERSONAL MENTION

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant, **Bernard Levy**, have returned to New York from Boston.

•

Jack Diamond, Universal studio publicity director, will leave the Coast on Monday via the Polar route for Rome.

•

Harvey Chertok, supervisor of advertising-publicity for United Artists Associated, will leave here today for Puerto Rico.

•

Ted Taylor, executive assistant to **William Perlberg** and **George Seaton** and **Jim Denton**, publicity director, left here yesterday for Germany.

•

Billy Wilder will leave Los Angeles at the weekend for Dallas.

•

Cornelius Ryan, author of "The Longest Day," will leave here at the weekend for London.

•

Arthur Freed, producer of MGM's "The Bells Are Ringing," will arrive in Chicago today from Hollywood on the first leg of a promotion tour in behalf of the picture.

Goldwyn Receives Award From Music Association

Samuel Goldwyn, producer of "Porgy and Bess," was awarded a citation for distinguished service to American music last night for bringing the George Gershwin classic to the screen in his widely-acclaimed Columbia Pictures release. The award was made by the National Association for American Composers and Conductors at its annual musicale reception at the Waldorf-Astoria here.

In accepting the award, Samuel Goldwyn stated that he was doing so "as a trustee—on behalf of the memory of the person who truly performed the greatest service to American music in our time, George Gershwin."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WALT DISNEY'S 'Pollyanna'
Starring JANE WYMAN • RICHARD EGAN
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO., INC.
in TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HALL FOLLIES"

Anti-Toll-TV

(*Continued from page* 1)

port it once it learned what it would have to pay for programming.

The meeting was called by the Motion Picture Theatre Owners of Connecticut, an affiliate of Theatre Owners of America. Speakers included Albert M. Pickus, president of TOA; George H. Wilkinson, Jr., president of the Connecticut unit; Herman M. Levy, general counsel of the Connecticut unit, S. H. Fabian, president of Stanley Warner Theatres, and George P. Skouras, president of United Artists Theatres.

A report from Philip F. Harling, chairman of TOA's Anti-Pay-TV Committee, and of the theatre industry Joint Committee Against Toll-TV, was read in Harling's absence due to illness.

Zenith Radio Corp. in conjunction with RKO General, has announced plans to test its Phonevision pay-TV over UHF Channel 18 on WHCT in Hartford. RKO General has applied to the FCC for permission to buy Station WHCT, after which it and Zenith have said they would ask the FCC for a permit to conduct pay-TV testings for a three-year period over the station during evening hours.

Congress Called Authority

It was pointed out today's meeting that Congress holds the ultimate authority to determine if pay-TV is in the public interest, and that use of the free airwaves by private individuals at a cost to citizens was, in the belief of the speakers, contrary to American tradition.

It was also pointed out that Zenith-RKO General have announced motion pictures will be presented at a cost to subscribers of about $1 per show, so that if a person watched several shows a week, he would be paying no less than $300 a year. Speakers maintained this would be a particular hardship to low income groups, and to the aged, infirm, and shut-ins. It was further stated that because all television programming must come from a common talent source, pay-TV, if successful, could ultimately dry up all programming for free television, and kill free-TV as now known.

Could Kill Theatre Industry

Speakers aso declared that pay-TV, which would in effect place a box-office in every home, could also, if successful, kill motion picture theatres, and thus deprive the United States of the cultural tool now furnished by motion pictures for portraying the American way of life overseas.

Wilkinson told Motion Picture Daily he expects soon to finalize the state campaign to carry the facts about the costs the public will have to pay under the proposed Hartford TV experiment.

Vaughn Elected Head Of Eastman Kodak Co.

Special to THE DAILY

ROCHESTER, N.Y., May 19.—William S. Vaughn was elected president of the Eastman Kodak Company today. This was announced by Thomas J. Hargrave, chairman of the board, following a meeting of the company's directors at administrative headquarters here.

William Vaughn

Vaughn succeeds Albert K. Chapman, who was elected vice-chairman of the board. Dr. Chapman had been president since 1952.

Vaughn, 57, is a Kodak director and, before his election today, was vice-president and general manager. As president, he becomes chief executive officer and a member of the executive committee under the company's bylaws. He is the seventh president of the 80-year-old photographic and chemical firm.

In another action today, the directors advanced vice-president M. Wren Gabel to general manager, succeeding Vaughn. Gabel, 50, had been an assistant general manager.

The directors added three officers to the executive committee, including Vaughn. The other two new members, both directors, are James E. McGhee and Edward P. Curtis. McGhee is Kodak's vice-president for U.S. sales and advertising. Curtis is vice-president in charge of professional motion picture film sales and of foreign sales and advertising.

The remaining executive committee members, reappointed by the directors today, are Hargrave, Dr. Chapman, and Donald McMaster, who is committee chairman.

The three officers elected to new positions today have all had extensive service with the company, Dr. Chapman having served 41 years, Vaughn 32, and Gabel 29. They have responsibilities, also, in several Kodak affiliates. The directors re-elected all other Kodak officers.

Charges Against Roach Dropped by Government

From THE DAILY Bureau

HOLLYWOOD, May 19. — Hal Roach, Jr., returned here today from Washington, D.C., where Federal Judge Joseph R. Jackson yesterday dropped two personal charges against him: (1) failure to register as an agent for a foreign principal and (2) conspiring to fail to register mutual broadcasting system as acting for a foreign principal.

Engel Sco

(*Continued from page*

not an industry, they're an a
Speaking informally at a t
luncheon sponsored by
Century-Fox, distributor of
Engel emptied most of his
tion at screen writers.
"No one is more vital to
ness than the writer," he
director can convert a fl
into a hit—it's impossible. I
the strike will cause perman
I oppose the strike—a deal
and an obligation is an oblig
entire complexion of our b
bound to be altered conside
unnecessarily."
As for the star system, E
that despite the fact his nex
tion may cost as much as $
he is not concerned about
with big names. The pictur
the adaptation of the novel "
Must Die," by Mary Renau
go into production this S
with exteriors to be shot i
and interiors in Rome or Lo
picture may or may not be
70mm, the producer said.

'We Should Be Working T

Accurate definition of m
tures was also on Engel's list
not an industry and we
liver product," he said. "W
art form, that's why the writ
distresses me so; we should
ing together, not falling ap
Conversely, however, Eng
pessimistic about the futur
production personnel. "
serves as a good kindergarte
ducers and directors of
films."
He said he was pleased b
39 simultaneous "Ruth"
next month will benefit char
civic organizations across th
Results of a sneak preview o
held recently in San Diego
Engel. He believes that wit
agement Fox has received alr
major religious groups, the
do very well.

M. B. Horwitz Di

(*Continued from page*

try in 1911. He became an
a director of the Cleveland
organization then and later
state organization and natio
board.
In the late '30's Horwitz s
ed the elimination of doubl
in Cleveland and received th
tion of other exhibitors on t
which is in effect to date
modification. He was also t
start "bank nights" in Cleve
He was a member of th
Club and Masons.
Surviving are his wife, Pa
daughters, Mrs. Selman Le
Mrs. Birdie Miller, and one s

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herber
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywo
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the wor
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Ci
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 ti
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

ɪs' Sixth Highest Grosser at Hall

M's "Please Don't Eat the ended a seven-week run at ity Music Hall on Wednesday otal gross of $1,131,277. This t the sixth highest grossing film to play the showcase at 3 of the company's pictures issed the million-dollar mark.

e Committee Ends mum Wage Hearing

rom THE DAILY Bureau

HINGTON, May 19. – The abor standards subcommittee cluded its public hearings on nimum wage law proposals. final day of hearings, the U.S. r of Commerce told the group ninimum wage of $1.25 hour- l impair U.S. exports and that l threaten the country with flation and losses of jobs.

subcommittee expects to be- ed-door consideration of wage r problems on May 23. Chair- ndrum (D., Ga.) has said that d like to make a report to the r committee on May 26. With ee days in which to consider and controversial legislation, ought most unlikely that the ill be able to reach substan- eement.

at case, the group might pre- the full committee a majority inority report, probably with al views of individual mem- certain points. This will, at erve to block out the major at will require discussion by mittee.

Senate labor committee is be- lmost ready to announce that erations on the Kennedy (D., vage bill will begin May 24.

as Circuit Files ,000 Trust Suit

Special to THE DAILY

SAS CITY, Mo., May 19.— g violation of the anti-trust e Strand Amusement Company cordia, Kans., yesterday filed U.S. district court in Kansas suit asking $83,000 in acual s. The petition asked addition- t the actual damages be trebled tal of $249,000 under federal

defendants are the Sunflower Company, Inc., Concordian idwest Amusement Company, City, N.T.&T. Corporation, n City, Mo., and Warner s Distributing Company, St.

e suit, the Strand firm contends defendants entered into a con- to give first-run pictures to the rand Theatre in Concordia, by the Sunflower Company. As , the suit charges, the Strand in Concordia was unable to first-run films and eventually ced out of business.

Exhibitors Attending 'M. P. Herald' Product Merchandising Conferences

Murray Alper, *Randforce Amusement Co*

Ted Arnow, *Loew's Theatres.*

Paul Baise, *Walter Reade Theatres.*

Irving Berman, *Randforce Amusement Co.*

Ann Bontempo, *Loew's Theatres.*

Lou Brown, *Loew's Orpheum Theatre*, Boston, Mass.

Henry Capogna, *Butterfield Circuit*, Detroit, Mich.

John A. Cassidy *RKO Theatres.*

Max Cooper, *Skouras Theatres Corporation.*

George Davis, *Randforce Amusement Co.*

Bernard Diamond, *Schine Circuit, Inc.*

Emily W. Ellis, *Rosenblatt-Welt.*

Ernest Emerling, *Loew's Theatres.*

Sy Evans, *Schine Circuit, Inc.*

Louis Finske, *Florida State Theatres*, Jacksonville, Fla.

Jack Foxe, *Loew's Capitol Theatre*, Washington, D. C.

Leopold Friedman, *Loew's Theatres.*

Erwin Gold, *Randforce Amusement Co.*

Harry Goldberg, *Stanley Warner Corp.*

L. R. Golding, *Fabian Theatres.*

Edgar Goth, *Stanley Warner Management Corp.*

Paula Gould, *Loew's Theatres.*

Charles Grace, *Randforce Amusement Co.*

James Grady, *Loew's Theatres.*

Pat J. Grosso, *RKO Theatres.*

Russ Grant, *Loew's Theatres.*

Paul Hanner, *The Odeon Theatres*, Toronto, Canada.

Jack Haynes, *Shor Theatres*, Cincinnati, Ohio.

Fred Herkowitz, *RKO Theatres.*

Sam Horwitz.

Jack Hynes, *Shea Paramount Thetre*, Youngstown, Ohio.

David Jones, *Kerasotes Theatres*, Springfield, Ill.

William Kraemer, *Schine Circuit.*

Frederick Kunkel, *United Artists Theatre Circuit.*

M. Kroman, *Graham Theatre.*

George Landers, *E. M. Loew's*, Hartford.

George Langbart, *Randforce Amusement Co.*

Nick Lavidor, *Smith Management Co.*, Boston, Mass.

Blanche Livingston, *RKO Theatres.*

Clifford Loth, *Interboro Circuit Inc*

Harry Mandel, *RKO Theatres.*

Arthur Manson, *Stanley Warner Corp.*

Sidney Markley, *AB-Paramount.*

Mrs. Edith Bolte Marshall, *John C. Bolte Circuit.*

Curtis Mees, *Skouras Theatres.*

John Murphy, *Loew's Theatres.*

R. W. Matthews, *The Comerford Theatres*, Scranton, Pa.

Arthur Mayer.

Murray Mainberg, *Tribune Theatre.*

Seymour Morris, *Schine Circuit, Inc.*

James Nairn, *Famous Players Canadian Corp.*, Toronto.

Richard H. Orear, *Commonwealth Theatres*, Kansas City, Mo.

Sperie Perakos, *Perakos Theatres Associates*, New Britain, Conn.

James V. Pisapia, *Interboro Circuit, Inc.*

Bill Phillips, *Loew's Theatres.*

Eugene Pleshette, *Brooklyn Paramount.*

Bob Rappaport, *Rappaport Theatres*, Baltimore, Md.

Thomas Rogers, *Trans-Lux Thea*tres.

Gene Santeramo, *Skouras Theatres Corporation.*

Gerald Shea, *Shea Circuit*

Donald Schine, *Schine Circuit, Inc.*

Sol Schwartz, *RKO Theatres.*

James Shanahan, *Loew's Theatres, Inc.*

Robert K. Shapiro, *Paramount Theatre.*

Ray E. Smith, *Jamestown Amusement Co.*

Henry Spiegel, *AB - Paramount Theatres.*

Harold Stern, *Century Circuit.*

Dale Tysinger, *Shea Theatres*, Zanesville, Ohio.

Bernie Zelenko, *Loew's Theatres.*

Also: Al Floersheimer, *Theatre Owners of America;* Merlin Lewis, *American Congress of Exhibitors;* David Martin, *National Screen Service*

'Immoral' Films

(Continued from page 1)

tistics which the newspaper had compiled for 1959:

Sixteen of 42 Italian films produced were completely rejected by the Catholic Cinematographic Center.

Seven were declared inadvisable.

Ten were judged for adults only.

Nine were listed "with reservations" as fit for adults.

The article said: "It is our belief that none of the great foreign producers, with the exception of the French, offer such sad statistics."

L'Osservatore editor Raimondo Manzini had this to say in an editorial on this year's film festival at Cannes, France:

"It would seem in fact that matters are worsening; step by step along the morbid road of manifestations of pathology, of neurology and of paroxysm, reaching finally the degenerate forms of crime in a clear anthology of sensual delirium."

Manzini said that not only do the religious-minded condemn the newest trends of the movie industry, but even the seclar press has been "perplexed and surprised."

Gamble Dies

(Continued from page 1)

strumental in consolidating that organization with the old Motion Picture Theatre Owners of America to form the present Theatre Owners of America.

Although most of his adult life had been spent in theatre operation, Gamble was president of the Mount Hood (Oregon) Radio and TV Broadcasting Corp. for a number of years prior to his death. The company operates TV and radio stations KOIN, Portland.

He first became associated with theatre business as a 13-year-old doorman and usher, and at the age of 16 was assistant manager of the Pantages Theatre, Seattle, and the following year became manager of the Bruen Theatre Circuit. Subsequently, he was buyer, film booker and division manager for Northwest Theatrical Enterprises, and later its general manager. He was Seattle resident manager for the Orpheum vaudeville circuit in 1929-'30, and the following year was division manager for Fox West Coast Theatres for Oregon and Washington. He became general manager of the consolidated F.W.C.-Parker-United Artists Theatre Circuit in Oregon and Washington.

In 1940, he formed Gamble Theatres in Seattle, withdrawing in 1942 to take the Treasury post in Washington. He returned to Gamble Theatres in 1945, later adding the Monarch and Standard circuits operating in Ohio, Indiana, Pennsylvania and Wisconsin to his Gamble Enterprises, of which he was president. He also headed Northwest Theatrical Enterprises.

In 1949 he began disposing of theatre interests and concentrating on TV and radio in the Pacific Northwest.

The Motion Picture Theatre Owners of Conn. meeting yesterday in New Haven passed a resolution of sympathy and an expression of loss over Ted Gamble's death, calling him "one of the great men of our industry." Also, there was a special tribute made by S. H. Fabian, president of Stanley Warner, who was present at the meeting.

Officers Reelected

(Continued from page 1)

Picture Producers at the Association's annual meeting here today.

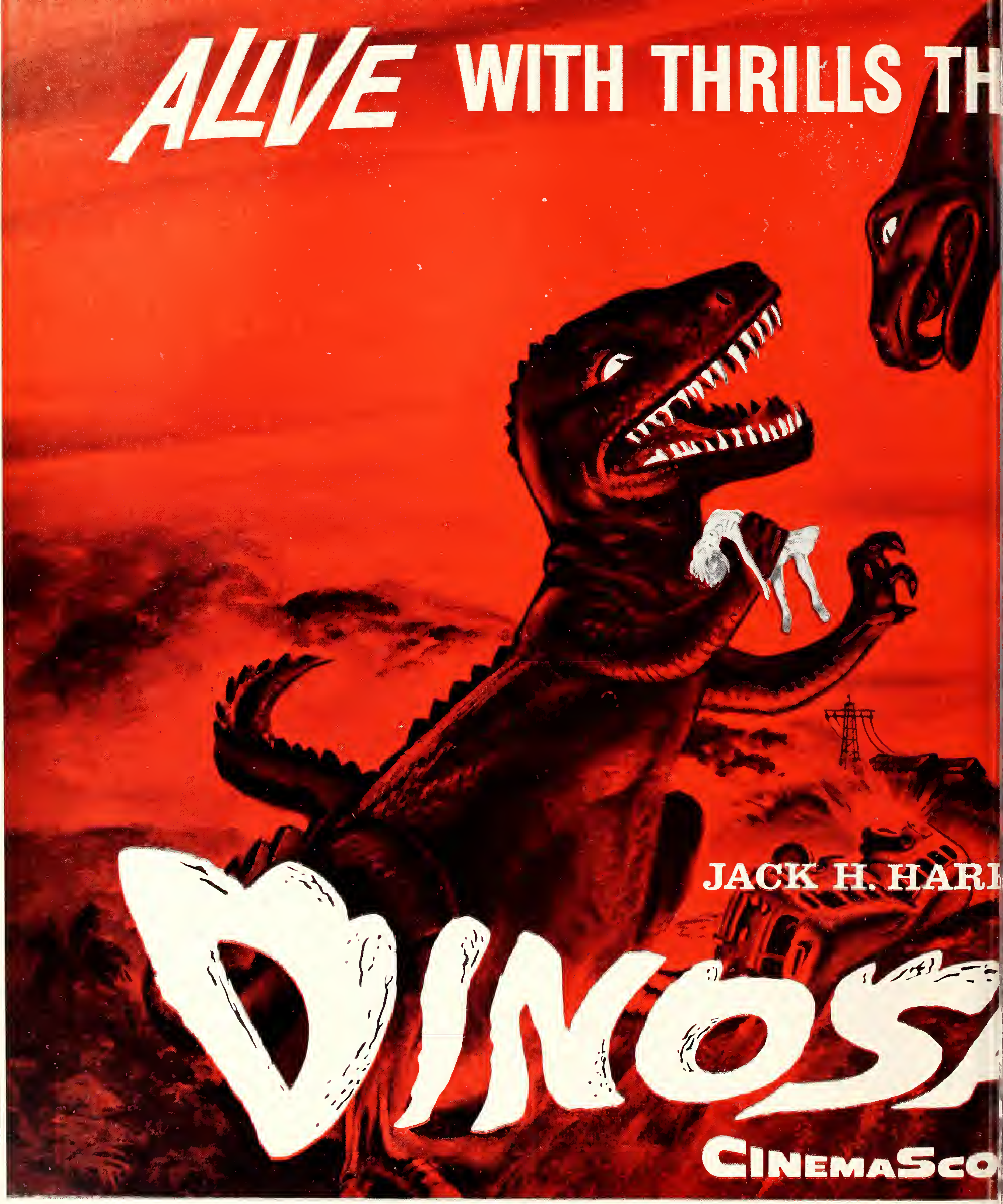
Members of the board of directors are: Freeman, Paramount; Kahane, Columbia; Broidy, Allied Artists; Saul Rittenberg, MGM; Lew Schreiber, 20th Century-Fox; E. L. De Patie, Warners Bonar Dyer, Walt Disney replaced William Anderson on the board.

Committee appointments made by board were: executive committee, Freeman, Kahane, Broidy.

Finance committee: De Patie, Dyer, Rittenberg.

Permanent charities committee: De Patie, Rittenberg, Broidy, Kahane and Freeman.

Theatre authority representative: Saul Rittenberg.


ALIVE WITH THRILLS TH
JACK H. HAR
DINOS
CINEMASCO

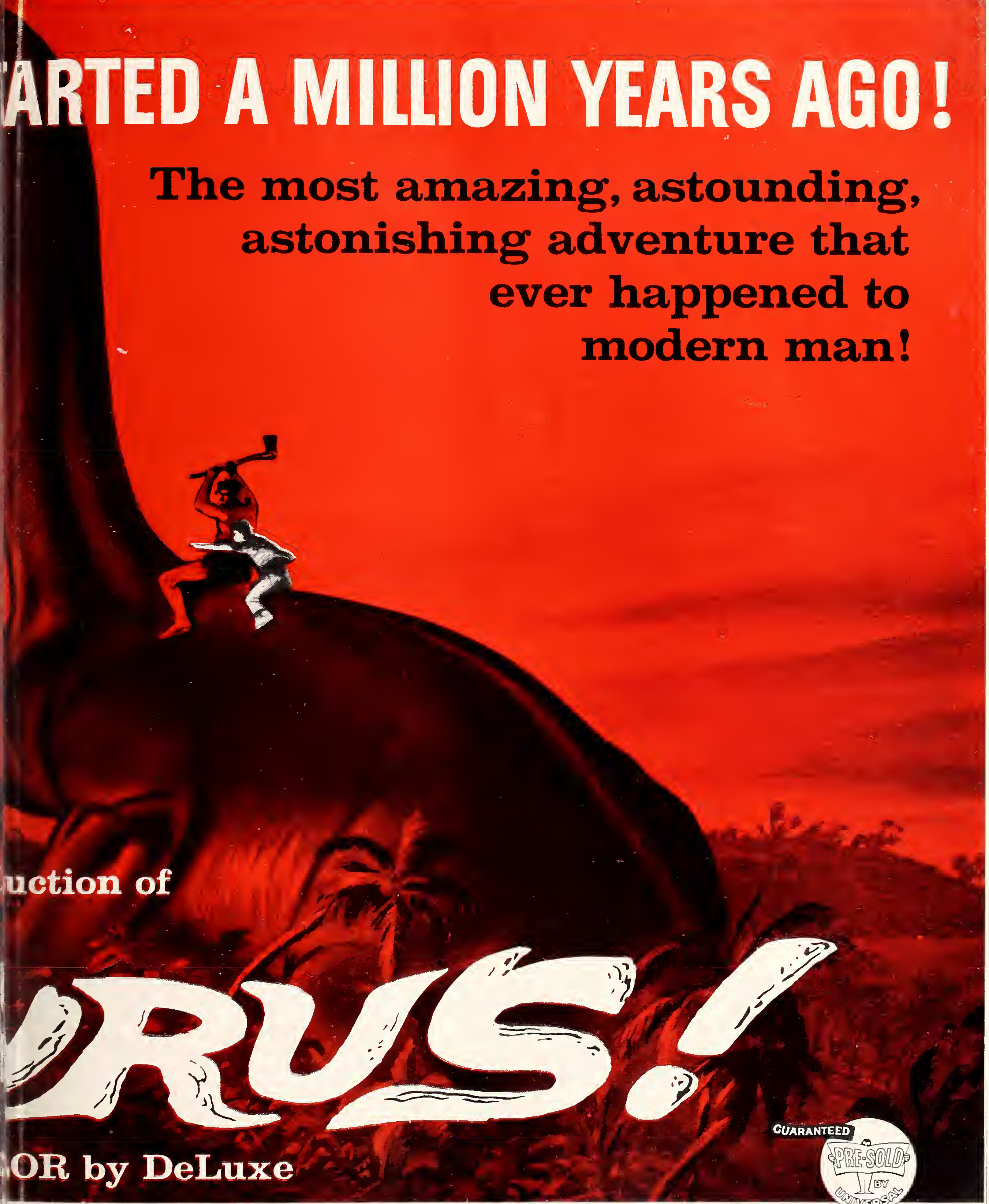
Starring WARD RAMSEY · KRISTINA HANSON · PAUL LUKATHER · Screenplay by JEAN YEAWORTH and DAN E. WE

HIGHLIGHTED... with unique and incredible action never-before-filmed!

The battle between primeval beast and monster
The death-duel of the Dinosaurs!
The taming of a giant sixty-ton Brontosaurus by
The Dinosaurus crushes a crowded bus like an
The re-birth of a Stone Age Man!
The meeting of a prehistoric man and a modern

ARTED A MILLION YEARS AGO!

The most amazing, astounding, astonishing adventure that ever happened to modern man!


uction of
RUS!
OR by DeLuxe
GUARANTEED
PRE-SOLD
BY
UNIVERSAL

Directed by IRVIN S. YEAWORTH, JR. · Produced by JACK H. HARRIS · A Fairview Production · A Universal-International Release

SPEARHEADED . . . with attention-getting merchandising headed by a full-page, color ad in LIFE!

Capucine Film Debut, Music Highlight Campaign for 'Song'

By SAUL OSTROVE

Columbia Pictures will stress two powerful elements above the many others in its campaign for "Song Without End," the Franz Liszt story and the most expensive film ever released by the company, exhibitors were told here Wednesday at the first session of the Merchandising Conferences sponsored by *Motion Picture Herald*.

One of the keys is Capucine, a renowned French fashion model making her American film debut in this William Goetz production. The other key is the picture's memorable music, which almost immediately will be available in record stores in a score of versions.

These points were outlined, following a screening of the picture at the Columbia home offi;ce by Jonas Rosenfield, Jr., executive in charge of advertising, publicity and exploitation, and by Robert S. Ferguson, director of advertising, exploitation and publicity. The complete campaign was presented on slides, showing the group what has already been done and what will be done right up through the film's opening in early August at the Radio City Music Hall. General release will be in October.

Teaser Trailer Planned

Capucine already has been featured around the country in newspapers, Sunday supplements and national magazines. A teaser trailer will be made available to exhibitors, and it will highlight the regal-looking French actress. In response to an exhibitor's question, Rosenfield said four-track sound will also be available to exhibitors.

Exhibitors were shown color slides of advertising layouts for "Song Without End," and were told that scientific research has led Columbia to choose a specific approach, one that will be most favorably accepted by the mass market.

Rosenfield said the film will be warmly endorsed by Catholic groups, for, he stated, a recent screening attended by Francis Cardinal Spellman, and 30 other members of the New York hierarchy was most successful.

Because of the film's length—about two-and-one-half hours—and its color, costuming and wide scope, it should appeal to a vast audience, Ferguson said. It already has been endorsed by various musical groups and a unit composed of several of America's most esteemed promoters of fine music is functioning as "The Franz Liszt Sesquicentennial Committee."

Generally Acclaimed

Unanimously, exhibitors agreed that "Song Without End" is a splendid product, with widespread sales possibilities. One man called it a "Ben-Hur" set to music, and others said it would not surprise them if the picture inspired other cinema biographies of other immoral musicians.

Columbia's campaign plans generally were well received. This question arose: should the sell be aimed at "longhairs" or "short hairs" or both? Columbia's answer: to as many people as it is possible to sell a film of this nature—regardless of the length of their hair.

Columbia Executives To Attend Chi. Meet

Six Columbia Pictures sales executives leave over the weekend for Chicago to attend the last of a series of three regional sales meetings beginning on Monday at the Drake Hotel. The meetings with division and branch

(*Continued on following page*)

Advertising approach on "Song Without End" is discussed by Jonas Rosenfield, Jr., Columbia executive in charge of advertising and publicity at the Motion Picture Herald Merchandising Conference session on Wednesday. This conclave followed a screening of the picture at the home office of the company.

'Portrait' Being Sold to All Possible Audience Segments

By SIDNEY RECHETNIK

The "embarrassment of riches" with which "Portrait in Black" is end its high production values has led to a campaign designed to sell every of its widely varied appeal to every possibl audience segment, David A. Universal-International vice-president, told the circuit representatives and leading exhibitors from all over the United States and Canada attending the *Motion Picture Herald*'s Merchandising Conference in the Universal screening room here yesterday.

Universal advertising, publicity and exploitation executives who presented the company's national preselling campaign for the picture included, in addition to Lipton, Philip Gerard, eastern advertising and publicity director; Paul Kamey, eastern publicity manager; Jerome Evans, national promotional manager; Herman Kass, executive in charge of national exploitation, and Ben Katz, executive in charge of midwestern advertising and publicity.

Aimed at All Groups

The national magazine campaign is unique in that the ads for each magazine have been tailored to meet the appeal of its individual readers, so that such different potential audience groups are being reached as women, youth, young adults, teenagers and the whole family as a group. Magazines involved include *Life, Look, Redbook, McCall's, Good Housekeeping, Seventeen, True Story*, and *True Confessions*, in addition to a dozen fan magazines—a total of 20 magazines with total circulation of 35,000,000, with a combined readership of 140,000,000.

Lipton told the audience of the picture's "crash program" that will accord it the benefit of tremendous advance pre-selling to the trade as well as to the public.

Highlights of the company's publicity activities on "Portrait in Black," both what has happened and what is upcoming were outlined by who pointed to the continuou ing of national publicity from the picture went on location Francisco last year, through sonal appearances in New some of the stars, and plans immediate future. He mentio Hollywood glamor preview uled for June 28 at the Scr rectors theatre there.

Evans spoke of some of th prehensive nationwide merc tieups already set on the pictu of the material detailing how low through on the tieups loca exhibitors all were supplied w cial promotion kits on the containing highlight campaig rial. Tieups to date include Jc lie fashions, Luster Creme, tone, Bantam books, Seligm Latz beauty salons, and among others.

Personal Appearance Tour

Personal appearance tours in Lana Turner, Sandra Dee, Grey and Anna May Wong, tion to producer Ross Hunte girl Dolores Rubin and gow Jean Louis were outlined b who also revealed the compr radio and TV material avail the promotion of the pictu film's world premiere at the velt theatre, Chicago June 2 focal point for national attent detailed by Katz.

Following the presentation comprehensive campaign, a and answer session discussed points of the advertising and tion.

Describing Universal's "Portrait in Black": David Lipton, vice pr addressing the conference at which Philip Gerard (on his right) advertising-publicity director, presided. Others, left to right, are B midwestern advertising-publicity representative; Herman Kass, e in charge of national exploitation; Jerome Evans, national pr manager; and Paul Kamey, eastern publicity manager.

assive Campaign for 'Hercules' raws Applause at Conference

By JAMES D. IVERS

brisk, rapid-fire presentation which matched in aggressiveness, scope gination the massive campaign itself, Joseph E. Levine and his Em- ictures aides presented the advertising promotion and merchandising ich will be available this sum- "Hercules Unchained" to the r guests at the Herald Mer- ing Conference Thursday d Solomon, director of adver- nd promotion, Ed Feldman, of publicity, and Levine him- lined the plans, just a detailed which more than filled the time.

re of the presentation was an ot tall animated lobby display g the key Hercules art topped ving chariot scene. Over 1,200 will be available to exhibitors h Levine and Solomon urged hibitors use them in every where the picture will play.

Pressbook Distributed

s of the $25,000 pressbook, the press were distributed. an oversize publication with covers representing the key rcules holding massive iron jar—in full color. In addition mplete series of ad mats in the book features reproduc- color of one, three and six osters. Most impressive of all r reproductions of two sep- 4 sheets. These will be free itors who agree to post them. re a full line of posters, her- d banners, all available now. nting the press book, Levine dman told the exhibitor guests national advertising campaign mbrace 212 television stations, magazines, and most especial- page color newspaper ads in markets.

lementing this campaign, designed to roll as the picture opens across the country, will be radio spot announcements, available free to exhibitors in two 60 second versions, three of 30 seconds and one of ten seconds. Like the ad campaign these hit hard at selling the title. Also available free to exhibitors will be a teaser trailer, to run several weeks in advance of the regular trailer.

Feldman gave the conference guests publicity kits which will be distributed to all exhibitors. Oversize, like the press-book, these are crammed full of publicity stories on the stars and the making of the picture, stills in several different series, and suggestions for pushing publicity at the local level. One extraordinary feature is a set of two caricatures by Sam Norkin showing Hercules in the tiger wrestling sequence and a montage of other action scenes from the picture.

'Local Level' Emphasized

Feldman and Solomon both stressed the fact that "This campaign will not be finished until the picture had played its last date. We are always at your disposal to supply any reasonable aid for your campaign." Both also stressed the need for cooperation at the local level to implement the campaign fully. Cost of the total campaign was estimated at $1,200,000 or 20 per cent more than was spent on the original Hercules campaign last year.

"You have the tools, let's do a campaign," they concluded.

The presentation brought applause from the conference guests.

JOSEPH E. LEVINE presents
HERCULES UNCHAINED
STEVE REEVES

Joseph E. Levine with the nine foot animated lobby display which is one of the features of the giant "Hercules" campaign.

N. J. Clearance

(*Continued from page* 1)

legations are expected to be that maintenance of the New Jersey clearance system has been discriminatory and arbitrary, and has resulted in substantial losses to the plaintiff's business.

Attacking the entire clearance situation in New Jersey, it will charge that the affected exhibitors are required to play all pictures, not just "specials," anywhere from three to six months after New York.

New Jersey Allied, which is backing the action, had planned to initiate it several years ago. It was suspended at one time or another to await the outcome of private negotiations with individual distribution companies, which proved of no avail, and then to assay the effectiveness of the American Congress of Exhibitors and the reactivation of industry conciliation. The problem has not been alleviated by either of the latter, it was said.

Gerard Hails

(*Continued from page* 1)

tinuous industry-wide showmanship clinic where the creative talents in merchandising can come together to review and exchange ideas on specific pictures and on industry problems relating to the merchandising of product," the Universal executive said.

He also stated that three Universal pictures reached high box office stature aided by exposure to the "Herald's" merchandising forums.

Columbia Executives

(*Continued from page* 6)

managers from the Mid-West and Far West will continue through next Thursday.

Leaving from here are Rube Jackter, vice-president and general sales manager, who will chair the sessions; Milt Goodman, assistant general sales manager; Vincent M. Borrelli, sales coordinator; Jerome Safron, circuit sales executive; Joseph Frieberg, administrative assistant to the general sales manager; and H. C. Kaufman, exchange operations manager.

Gus Kerasotes Dies

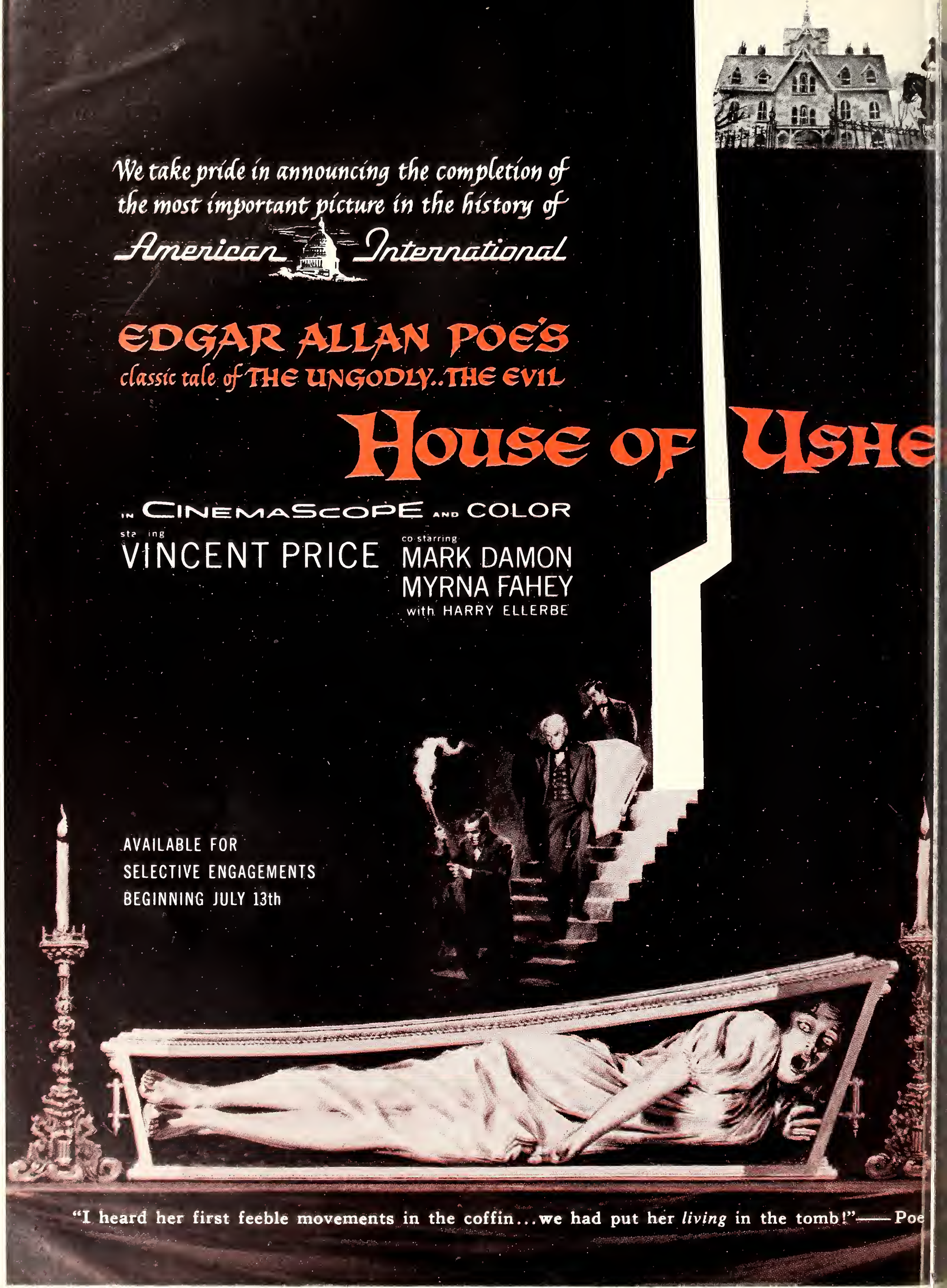
(*Continued from page* 1)

of some 43 theatres in Illinois and Missouri, and now headed by George G. Kerasotes, his son. Three other surviving sons, Nicholas, Louis, and John, are also in the industry and a fifth, Anthony, was a doctor killed in the service in World War II.

Gus Kerasotes was born in Sparta, Greece, on Aug. 14, 1873. He entered the motion picture industry in Springfield in 1909 where he opened the Nickolodeon Royal. Long active in civic and fraternal affairs, he was a past president of AHEPA, a member of the Masonic Consistory and ANASR Shrine, and founder of St. Anthony's Hellenic Orthodox Church here.

He is also survived by his wife, Flora, and Louis, a brother.

this is Shirl
—all girl—
a turn of the key
and the heat's on!



We take pride in announcing the completion of the most important picture in the history of

American International

EDGAR ALLAN POE'S
classic tale of THE UNGODLY..THE EVIL

HOUSE OF USHE

IN CINEMASCOPE AND COLOR

starring
VINCENT PRICE

co-starring
MARK DAMON
MYRNA FAHEY
with HARRY ELLERBE

AVAILABLE FOR
SELECTIVE ENGAGEMENTS
BEGINNING JULY 13th

"I heard her first feeble movements in the coffin...we had put her *living* in the tomb!"—Poe

Executive Producer JAMES H. NICHOLSON · Produced and Directed by ROGER CORMAN · Screenplay by RICHARD MATHESON · Music by LES

All News That News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 99 NEW YORK, U.S.A., MONDAY, MAY 23, 1960 TEN CENTS

'ORIAL

Who Help nselves'

By Sherwin Kane

xhibitor's job today is to sell
picture that plays his thea-
etter than he has ever sold
before. The object is not
apitalize to the utmost of his
on the greater box office
of the many top-quality
ns being released, but also
the maximum playing time
ch to help offset the short
f pictures.
Picture Herald's Merchan-
onferences, the most recent
was concluded here on Fri-
among the best means of
those objectives that are
to exhibitors today.

•

Ierald Conferences are con-
twice annually, with a se-
t of each participating com-
otentially best-grossing re-
r the peak theatre seasons,
ner and the year and holi-

are more than likely to be
which normally, that is, with
er than usual promotion ef-
uld account for substantial
But they also are more than
be the attractions which,
benefit of extra planning and
such as the Conferences af-
oduce superior returns and
for extended playing time.
ference pictures also are
be those which warrant and
responsive to extra and spe-
promotion attention.

•

utors have testified to the
ess of the Herald's Confer-
inting to increased grosses
me instances to results be-
ectations from their Confer-
ures. This is not surprising
f the number and calibre of
the Conferences attract.
re approximately 100 exhibi-
e one just closed, with 40
epresented, continuing the
increased attendance at each
g Conference.
nteresting to note that the
they guide, whether small
are recognizably successful

SION TODAY—page 4

Speaks at 'M. P. Herald' Meetings

Skouras Says Theatres Can Meet All Competition

By CHARLES S. AARONSON

(Pictures on Pages 6 and 7)

Spyros P. Skouras, president of Twentieth Century-Fox, voiced complete optimism regarding the future well being of the motion picture industry, in the course of a brief talk here.

His observations were made to the group of circuit promotion executives here last week for the fourth in the series of Merchandising Conferences sponsored by *Motion Picture Herald* and in which the major companies were participants. It was during the presentation of the promotional campaign by 20th-Fox executives for the Darryl F. Zanuck picture, "Crack in the Mirror" at the 20th-Fox home office here that Skouras put in an appearance and spoke briefly.

"I have great confidence in the fu-

(*Continued on page* 7)

For 20th-Fox's 'Crack' Conference, See page 6.

For MGM's 'Bells' Conference, See page 6.

For UA's 'Apartment' Conference, See page 7.

Ziv-UA and WGA Study Alternate TV-Pay Plan

From THE DAILY Bureau

HOLLYWOOD, May 22. – More than 500 members of the Writers Guild of America who met at the Beverly Hills Hotel here to vote on ratification of Ziv-United Artists' TV film contract with the Guild witnessed a last minute change of events which introduced the Lew Wasserman plan as Ziv-UA's new offer of a deal with the Guild.

Maurice Unger, Ziv-UA executive,

(*Continued on page* 4)

RKO Theatres Have Slight Quarter Gain

By SAUL OSTROVE

RKO Theatres, Inc., first-quarter business this year ran ahead of the corresponding 1959 period, although it was no better than "all right," due largely to the Hollywood actors' strike which curtailed product, Harry Mandel, RKO vice-president, said here Friday following the annual stockholders meeting of the Glen Alden Corp., of which RKO Theatres is a subsidiary.

Mandel added that the anticipated good lineup of films for summer exhibition should place RKO in a healthier second-quarter climate. "We're al-

(*Continued on page* 7)

Cleveland Exhibitors Set 'Play Date Drive' On Behalf of Ailing Branch Manager

Special to THE DAILY

CLEVELAND, May 22.—What is believed to be the first "play date drive" initiated by exhibitors for the benefit of a distributor has been launched here by an exhibitor committee headed by Leonard L. Mishkind, president of General Theatres Circuit and Blair Mooney, president of Co-operative Theatres of Ohio. It is in behalf of Rudy Norton, ailing branch manager of Imperial Pictures, distributors of American International product. The action was taken to speed Norton's recovery from a recent heart attack and from which he is convalescing satisfactorily in Detwiler Hospital, Wauseon, Ohio, which is his home town.

Letters have been sent to every indoor and outdoor theatre circuit in the territory over the signatures of Mishkind and Mooney, pledging their support and asking them to date and play the pictures distributed through Norton's exchange, following receipt of a complete list of pictures available for play dates. Additionally cards are on display in the Film Building.

Urges Action

Film 'Squeeze' Getting Worse, TOA Declares

Says Only 40 Started This Year, Compared to 58 Last

The "product squeeze" promises to get worse before its gets better, the current Theatre Owners of America membership bulletin indicates, while warning exhibitors that if there is to be any relief, "exhibitors must create their own help."

The bulletin reports that as of May 15 the major studios had put only 40 pictures before the cameras since Jan. 1, compared with 58 in the same period a year ago and 94 in 1958.

Of this year's 40, the bulletin says 23 are still in production.

"These figures dramatically illustrate both the effect of the 33-day Actors strike and the reduction in production now virtually a policy of all

(*Continued on page* 5)

Fox Meets PMI, ACE On Deal for Post-'48s

A committee composed of members of Motion Picture Investors, Inc., and the American Congress of Exhibitors met here on Friday with representatives of 20th Century-Fox, including president Spyros P. Skouras, to outline the proposed plan whereby the two groups would select 12 pictures a year from the company's post-1948 library to be nationally reissued.

Under the terms of the plan, these pictures would be purchased by MPI

(*Continued on page* 2)

400 British Exhibitors To Hear About 'Hercules'

Joseph E. Levine, president of Embassy Pictures, will formally launch his campaign on "Hercules Unchained" in the United Kingdom on May 30 with an elaborate "exploitation" reception for 400 leading British exhibitors at the Cinematograph Exhibitors Association convention in Folkestone, England.

Levine, accompanied by his wife,

(*Continued on page* 5)

PERSONAL MENTION

SOL C. SIEGEL, M-G-M vice-president in charge of production, and his special assistant, **BERNARD SMITH**, left here last night for London, Paris, Madrid and Rome.

•

JOSEPH M. SUGAR, vice-president and general manager of Magna Theatre Corp., will leave New York today for Dallas, Kansas City and St. Louis.

•

W. DEVANEY, Mid-Western sales manager of M-G-M, and **HAROLD MACELHONE**, auditor, were in Minneapolis from Chicago.

•

HERMAN BEIERSDAY, Southeastern sales manager for American International Pictures, was in Atlanta from New York.

•

HALL BARTLETT, producer-director of "All the Young Men," will leave Hollywood today for New York.

•

MARGUERITE DILLON, owner of the Dillon Theatre, Dillon, Colo., is hospitatlized at Leadville, Colo.

•

NELL MIDDLETON, secretary at the M-G-M branch in Atlanta, and **MARIE PINKSTON**, booker in the office, have returned there from Florida vacations.

•

JOSEPH STRICK and **SIDNEY MEYERS**, co-producers of "The Savage Eye," will arrive in New York today, the former from Hollywood, the latter from Williamsburg, Va.

•

BERNARD M. SHOOKER, salesman for Columbia Pictures for the past 26 years, has entered General Rose Hospital, Denver, for surgery.

•

SANDRA DEE has arrived in New York from Hollywood.

•

AL ROOK and **MRS. ROOK**, operators of a booking agency in Atlanta, have returned there from Jacksonville.

check with.... national screen service for the best in SPECIAL TRAILERS

Fox Meets with PMI and ACE

(Continued from page 1)

from 20th-Fox, and the latter then would distribute them in the same manner and under the same arrangements as the company would handle any outside, independent product.

The proposal was detailed by a team of leading exhibitors including Ben Marcus, chairman of the ACE committee on post-1948 product; H. E. Jameyson, chairman of MPI, Inc., and chairman of Commonwealth Theatres, and Richard Orear, president of Commonwealth.

The idea previously had received Skouras' endorsement at the ACE meeting on April 26 at the Park Sheraton Hotel here when ACE voted to create an agency to negotiate for the reissue of such pictures.

MPI, formed as a mutual investment fund, has a large group of theatre owners as its majority stockholders. At its inception, its primary function was designated as the purchase of important films for reissue to theatres.

In addition to Skouras, other 20th-Fox executives who attended the meeting were Joseph Moskowitz, vice-president; Charles Einfeld, vice-president; C. Glenn Norris, general sales manager, and Frank Carroll, of the sales department.

Says M.P.I. Discusses Post-48s with Col., Too

Motion Picture Investors has had talks with Columbia in addition to 20th-Fox, on "the possibility of acquiring some of these companies' post-1948 blockbusters to keep them in theatrical re-release," the current Theatre Owners of America membership bulletin reports. The talks are continuing, it adds.

"While any dumping of post-48s would have a serious effect on exhibition," TOA comments, "current thinking appears to be that the more important immediate problem is to boost production and the supply of new films so that exhibition would be in a better position to combat competitive entertainment media."

Withdraws Suit Against Memphis Censor Board

Special to THE DAILY

MEMPHIS, May 22—A Federal suit brought against the Memphis Censor Board, charging it had banned a film in violation of the Constitutional guarantees of freedom of the speech, was dismissed in court here. The dismissal request came from the complainant William Rowland, of Los Angeles, through his attorney H. T. Lockard of Memphis. Rowland said it had been determined that the censor board did not ban the film, but it was the theatre which refused to show it.

The picture is "The Rebel Breed," on a racial theme. The theatre said the picture was not booked, but was screened for the censors.

New Wometco Officers

MIAMI, May 22. — Richard D. Windatt has joined Wometco Enterprises as vice-president in charge of financial control, Mitchell Wolfson, president, announced. Before joining Wometco, Windatt was with Fairbanks, Whitney Corp. in New York.

Additionally, it is announced that Arthur Hertz, a CPA associated with the company since 1956, has been named comptroller of the organization.

'Apartment' to Astor

"The Apartment," a Billy Wilder production for United Artists release, will open at the Astor Theatre here following the current "The Fugitive Kind."

Columbia Opens Chicago Sales Meeting Today

Special to THE DAILY

CHICAGO, May 22. — Columbia Pictures opens the third of its series of regional sales meetings here tomorrow at the Drake Hotel, with vice-president and general sales manager Rube Jackter presiding over the four-day session for division and branch managers of the Mid-Western and Far Western divisions.

The sessions here are the last of the regional sales meetings at which Jackter is telling the field sales force about the company's forthcoming releases, current product, and the new role of the sales department in the handling of Columbia's theatre trailers and advertising accessories.

Several from Home Office

Also here from the home office are: Milt Goodman, assistant general sales manager; Vincent M. Borrelli, sales coordinator; Jerome Safron, circuit sales executive; Joseph Freiberg, administrative assistant to the general sales manager; and H. C. Kaufman, exchange operations manager.

Division managers attending the meeting are: L. E. Tillman from San Francisco, Norman Jackter from Los Angeles, Ben Marcus from Kansas City, Carl Shalit from Detroit and Ben Lourie, who makes his headquarters here.

G. Price Is Dead

ALMA, Wisc., May 22. — G. Price, owner of the Alma Theatre, died here of a heart ailment.

Donnenfeld Appoir Assistant to Holma

The appointment of Bernar nenfeld as executive assistant sell Holman, head of Paramou tures' eastern production department, and as the home office production manager was announced at the weekend by Holman.

B. Donn

Donnenfeld, who assumes his new duties immediately, will assist Holman in Eastern and foreign production activities and in a liaison between the Hollywoo and various home office depa He will also perform other services for the studio.

Joining Paramount in 195 nenfeld has served in an e capacity at the home office Telemeter, fiscal and producti sions of the company. He w viously co-producer and busine ager for Princess Pictures, In extensive production activiti and abroad.

NSS to Handle 'E Free Teaser Traile

Universal Pictures Comp concluded a deal with Screen Service for it to handl tic distribution of Universal trailer on "Portrait in Black," tion to its regular trailers. Th will be made available grati hibitors, according to Philip Eastern advertising and publ rector for Universal.

Best Method, Gerard Fe

The "Portrait in Black" tea er in color, which was prep Universal, marks the first time distribution of these special made by Universal is being by NSS. Previously the comp dled its own distribution o trailers, but the feeling is th achieve wider distribution u handling by NSS and it will their use by exhibitors, Ger It will generally be availab weeks in advance of the op the picture.

Bout for 3 Pitt. H

PITTSBURGH, May 22. - P. Harris, Penn and Stanley all downtown de luxe hou carry the closed-circuit teleca Ingemar Johanssen-Floyd heavyweight title bout on from the Polo Grounds, Ne Admission prices will be $4 balcony, $5 for the main floo for reserved seats.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

EOPLE

min **R. Ebersman,** formerly t of the Mathis Co., manu- of air conditioners and heat has been elected vice-presi- the Glen Alden Corp., parent of Mathis as well as of RKO .

□

Cooper, former manager of ras circuit's Cove Theatre in ve, L. I., has been named dis- nager of all Skouras houses Long Island North Shore.

□

Brown, buyer and booker for k Hills Amusement Co., Dead- . D., who is retiring after 44 the industry, was guest of t a farewell luncheon ten- m by 82 exhibitors and dis- of the area.

□

Carlos **A. Romulo,** Philippine dor to the United States, will est speaker at the Brandeis ty dinner honoring **Robert S.** , chairman of the board of Artists. It will be held here 7 in the Sert Room of the Astoria.

□

l **McKibbin,** manager of the Theatre, Toronto, flagship of Players, has been named or of the circuit's downtown houses.

□

d **Mahler** has been appointed to the president of Wald- m, Inc., which operates ex- in New York, Buffalo and Mahler left the operation de- of M-G-M to become **George** 's assistant. He was formerly to **Joe Sugar,** district man- United Artists' New York ex- nd in the sales and promotion nts of Columbia Pictures.

□

. Nasea, **Anthony Ragusa** and attaglia, owners of the Twin artment stores and operators st Twin, West Twin and Buf- -ins, Buffalo, have purchased Drive-in on the Orchard l for a sum in excess of $300,- Park, which can accommo- ut 900 cars, was opened in aters were installed last year it a year-round operation.

□

aker has been named man- he Don Theatre, Shreveport, ceeding **Charles Williams,** ntly resigned.

□

Mildred **Lamont,** who has rating the Vanderbilt Thea- nville, N. Y., on a weekend l since April 1, will place it ne operation on May 26.

□

Defoor has been appointed to **James V. Frew,** south- division manager for Con- Distributing, Inc.

Disney Is Suing Two In Disneyland Credits

From THE DAILY Bureau

LOS ANGELES, May 22.—Disneyland, Inc., and Walt Disney Enterprises at the weekend filed suit in Los Angeles Superior Court against Marco Engineering Company and C. V. Wood., Jr., of Los Angeles. Marco Engineering Company and Wood are identified in the complaint as "engaged in the promotion, development and building of physical layouts and structures similar to Disneyland in various parts of the country."

The complaint action requests a permanent court order enjoining the Marco Company and Wood from making any further representations that they conceived the idea for Disneyland, or designed, engineered or constructed Disneyland." The action also requests a court ruling preventing the defendants from any further unauthorized use of the Disneyland trademark, symbol or name in connection with the promotional activities the defendants are engaged in.

Buena Vista Is Cleared Of Anti-Trust Charge

Special to THE DAILY

KNOXVILLE, Tenn., May 22.—Judge Robert Taylor, sitting in the million dollar anti-trust law suit brought here by New Amusements Co. against a number of distributors and exhibitors, decided at the end of the plaintiff's case, and before Buena Vista had introduced any evidence in its defense, that there was no evidence against Buena Vista to warrant submission to the jury of the charge that Buena Vista had violated the anti-trust laws and, accordingly, granted Buena Vista's motion for a directed verdict dismissing the action against it.

Buena Vista was represented by Vernon Carnahan of Donovan, Leisure, Newton & Irvine, New York.

'White' Big at Drive-Ins

Early drive-in engagements of "I Passed for White" are proving that the picture has top potential as a boxoffice attraction for the outdoor theatre, Morey R. Goldstein, vice-president and general sales manager of Allied Artists, said yesterday. "The first three drive-in dates in the country have been blockbusters," Goldstein said. At the Sky Drive-In, Omaha, the picture grossed $10,000 in a week. Phoenix's Acres Drive-In drew its second biggest gross in over a year with a $7,300 week, and in Denver, where at this time of the year the weather is not conducive to good drive-in business, the picture grossed $6,000 at the Lakeshore Drive-In.

Carroll in New MGM Post

Ronald Carroll has been named head of the department of research and statistics for Metro-Goldwyn-Mayer, Joseph R. Vogel, president, announced. Carroll, who has been assistant to Maurice Silverstein, vice-president of M-G-M International, assumes his new duties, which relate to all branches of the company operations on a world-wide basis, immediately.

Allied Hits 'Ben-Hur' Release Policy Again

From THE DAILY Bureau

WASHINGTON, D. C., May 22.—A charge that the "restrictive" release policy adopted for "Ben--Hur" has "provoked" exhibitors in some cities to "gang up" in exploiting an Italian film called "The Sword and the Cross," in opposition to the M-G-M picture is made by the emergency defense committee of Allied States Ass'n. in a bulletin issued at the weekend. "The Sword and the Cross" is being released by Valiant Films.

EDC says it has received tear sheets from Washington newspapers featuring large advertisements for "Sword" placed "immediately under or alongside the modest 'Ben-Hur' ad and overshadowing it."

The "Sword" ads, according to EDC, contain a picture of a chariot, drawn by four horses, "very much like the illustration used in the 'Ben-Hur' ads."

Exhibitors are pushing "Sword," EDC claims, in retaliation for having to wait for an undetermined period for "Ben-Hur." "It is not remarkable," the bulletin states "that some exhibitors are playing and exploiting this Italian film. It may be their only way to keep their theatres open while their patrons are being lured from them through the aggressive 'Ben-Hur' tactics."

EDC has been campaigning for the past several months in an effort to advance the 35mm release of "Ben-Hur."

TENT TALK

Variety Club News

MINNEAPOLIS — Members of Tent No. 12 who will attend the meeting of Variety Clubs International in Toronto, May 31 to June 4, include the following: Tom Burke, chief barker; Benjamin Berger, J. M. Podoloff, Sim Heller, James Zien and Dan Peterson. They will be accompanied by their wives.

△

MIAMI, Fla.—Members of Tent No. 33 have started their annual drive for members. Known as the Committee of 1,000, two newspapermen, Jack Bell of the *Miami Herald,* and Paul M. Brunn of the *Miami Sun,* are co-chairmen of the drive. The campaign benefits the Variety Children's Hospital, since each of the new members pays $100 into the fund.

△

BOSTON—Surrounded by a group of sorority sisters, Marie Brown, president of the Boston City Council of Beta Sigma Phi, presented Ted Williams a check in the amount of $10,000 for the Variety Club Jimmy Fund. This is the second $10,000 check contributed by members of the sorority, a national organization which seeks to further research to help children afflicted with cancer.

BILL CASTLE HAS BROOM, WILL TRAVEL!

...and he's traveling to BOSTON, DETROIT, CHICAGO, KANSAS CITY, DENVER, SAN FRANCISCO and other major markets for

13 GHOSTS in ILLUSION-O!

Plus FREE GHOST VIEWERS for all your patrons from Columbia!

WGA, Ziv-UA

(*Continued from page* 1)

and WGA negotiators, made a sudden discovery of disagreement on the interpretation of the cause governing payments on TV films made during the proposed six-year agreement and released after April, 1964, with the result that Unger offered the plan suggested months ago by Lew Wasserman, MCA and Revue Productions executive.

Had Been Rejected by ATFP

The Wasserman plan, which was turned down by members of the Alliance of Television Film Producers, would give writers 2.2 per cent of the absolute gross, domestic and foreign, with $1,000 advanced on half-hour teleplays and $2,000 on hour-length scripts. Acceptance of such a proposal was deemed close to the Dramatist Guild formula, whereby authors receive a percentage of the gross.

Results of the Eastern vote on the original Ziv-UA agreement by WGA's eastern meeting was withheld, and meetings on both coasts were recessed until Tuesday night for determination of acceptance of the Wasserman plan by the Guild membership.

It is felt here that a finalized WGA-Ziv-UA deal would form a pattern for other TV production firms.

ABC-TV Will Expand Daytime Programming

The ABC Television Network will expand its daytime programming schedule next fall, it was announced by Oliver Treyz, president of ABC-TV.

Treyz stated that on the inception of the third year of its "Operation Daybreak," the network will extend its daytime programs on Oct. 10, 1960, into the morning hours by scheduling an additional full hour daily, from 11 A.M. to 12 Noon. Starting next fall, ABC will be offering more hours of network programming to the public between 11 A.M. and 6 P.M. than either of the other networks.

MURDER INC.

THE HEAD HOODLUM HAD FAT FINGERS!

But other weapons were his favorites. He and his pals, the members of Murder, Inc., were devotees of the ice-pick,the brass knuckle,the stiletto and the gun.

In less than a decade the hoodlum with fat fingers and his cohorts in crime had dispatched one thousand persons.

The best-seller that told it all is an explosive motion picture now.

MURDER, INC. explodes on the screen at the Victoria Theatre in New York—soon!

One of a series of teasers that will set the country talking!

REVIEW:

The Brides of Dracula

Hammer-Universal

The clever, show-wise Hammer Film Productions group in E who were responsible for the successful "The Horror of Dracu "The Curse of Frankstein," emerge once again from that nether of blood-curdling adventures, this time with "The Brides of D Again it is a Universal release and it looks very much like m the bank.

Out of all the notable tales of terror from the past, perhaps no the years has surpassed Bram Stoker's famed and infamous "D recounting with spine-chilling suspense the fiendish machinat Count Dracula. From the vastness of his cliff-high castle in Tran toward the close of the 19th Century, he lured so many pretty into the trap of his vampire-like fang bites on the neck, from they emerged at nightfall from their coffins to become the "u From their blood he lived.

Here now, as a foreword tells us that Count Dracula is dead disciples live on in Transylvania, is recounted another of these manifestations of human fear and witchcraft, and the result is some, as suspense-laden as anyone might wish. The film is quite susceptible of exploitation of what might be described as the "g fashioned kind," with probable box office results in good measure

Under the knowing hands of Michael Carreras of the Carreras as executive producer and Anthony Hinds as producer, the f directed by Terence Fisher, from a screenplay by Jimmy Sangste Bryan and Edward Percy. Starred are Peter Cushing as the doc seeks the end of the dread supernatural manifestation, and finds with the girls' school teacher he saves and comes to love, Yvon laur; Martita Hunt, baroness who becomes a victim of her son's dation as the vampire, when the girl unknowingly releases Dav the son, from the chain which has held him harmless, and Freda as the crazed servant of the baroness, who also becomes servan vampire.

The use of Technicolor, naturally—or supernaturally, lends able to the effects produced. There almost would appear to be t effect in the resulting gush of gore as the doctor drives a stake the heart of the baroness to give her release from the slavery of and a quiet and true death. But such is the colorful stuff of th natural.

The film also has been provided with excellent production val these Carreras men have a real skill, while the musical score by Williamson has the traditional faculty of imparting atmospheric to the scenes to which it is tied. The picture ends on an exciting a note as the doctor saves the girl and ends the vampire's reign in the valley. Here is exploitable screen material which should p dends.

Running time, 85 minutes. Release, in June.

Charles S. A

Replies to Douglas On Court Coverage

From THE DAILY Bureau

WASHINGTON, May 22. – Frank P. Fogarty, executive vice-president of the Meredith Broadcasting Company, Omaha, Neb., and chairman of the Freedom of Information Committee of the National Association of Broadcasters, has issued the following comment on a speech delivered by Associate Justice William O. Douglas of the Supreme Court. Speaking in Boulder, Colo., Justice Douglas urged that radio, television, and still photographic coverage be banned from court trials and other public proceedings.

Fogarty said: "Justice Douglas compares the courtroom to the of a cathedral. We would p to the Justice that radio and t have long since demonstrat ability to bring both the c and the cathedral to the pu still preserve the dignity and which are inherent to each.

"Justice Douglas speaks courtroom as a 'quiet place' tion and seems to feel that th tion of justice is in inverse tion to the number of witne trial. We do not believe tha courtroom—even if this cour made large by electronic less conducive to justice tha lated room limited to a few.

"Certainly the public has to see and hear its officials in formance of their duties."

tional

-Selling

E'S" motion picture reviewer
ks on most films with a be-
lain. However in the case of
na, Mon Amour," the Zenith
onal film, he brought forth
in the May 16 issue he has
cked in the top draw of his
special occasions.
Cannes Film Festival prize
as been acclaimed in France
usand films in one": an atom-
r movie, a pacifist tract, a
exercise in recollection, a
ve Romeo and Juliet. As a
f fact, according to the re-
t is all these things and more
ense, original and ambitious
cinema."
writer of this column, it is
he most compelling films he
seen, due in a large part to
ng. Alain Resnais, the direc-
t five years as a film editor,
strikingly evident. In "Hiro-
lon Amour," he "plays words
e sequence against images
other. He dubs sounds from
a into scenes in France. He
me episodes off with effective
ss, and lets others run on
dreams. Most everything he
ms brilliantly right," accord-
Time."

•

apped," the Walt Disney film
n Robert Louis Stevenson's
as been selected the picture
onth for May by "Seventeen."

•

Crowther, writing from
r the "N. Y. Times" of May
rts that Israel, which has the
n of being the most avid
ing nation in the world, is
ts curosity about the business
oviemaking and the glamour
wood stars abundantly satis-
Otto Preminger and the cast
v of "Exodus."
her points out that everyone
knows that Leon Uris' novel
" has brought more tourists
untry in the last two seasons
the other promotional opera-
mbined.
Eva Marie Saint, Paul New-
l Mineo, Lee J. Cobb and
embers of the cast "Exodus"
ed much interest and eager-
he Preminger film. And since
on does not yet have televi-
s all very reminiscent of the
appy days of Hollywood.

•

Snow Queen," based on Hans
Andersen's famous fairy tale,
ed in the May issue of "Red-
t is a part of the cultural
of films between Russia and
ed States. A prologue featur-
Linkletter has been added to
re, and voices of Sandra Dee,
Kirk and Patty McCormack
in the English dialogue.

WALTER HAAS

Film 'Squeeze'

(Continued from page 1)

major companies," the bulletin asserts. "It confirms that . . . for exhibitors, product is the No. 1 problem," not pay-TV, censorship threats, minimum wage legislation, or the sale of post-1948 films to television.

Production Move Recalled

The bulletin's reference to exhibitors having to "create their own help" in order to relieve the product shortage is believed to be a reference to current national exhibitor efforts to develop a new production-distribution company which, after being organized with exhibitor backing, would be launched as a public stock company. At least four major circuits reportedly have agreed to put up $400,000 each to help get the company launched, dependent on legal clearances and adequate support from other exhibitor interests around the country.

The bulletin presents the following record of production from Jan. 1 through May 15 for this year, 1959 and 1958:

Company	1960	1959	1958	†1960 Films Started
Allied Artists	1	3	8	0
Columbia	5	9	9	4
Disney	1	3	1	1
M-G-M	2	6	10	3
Paramount	8	5	6	3
Fox	7	4	10	3
Universal	4	3	4	4
Warners	3	3	6	1
Independents	9	22	40	4
	—	—	—	—
	40	58	94	23*

*Included in 1960 total of 40.
†These films not completed.

"While our projection of actual releases of new films by the major companies for the balance of 1960 indicates we can count on some 200 films, but not much more than last year's 224, the greatly reduced production activity portends leaner releases six months and a year from now," the TOA bulletin asserts.

Points to Foreign Films

"The only numerical relief, but of questionable quality relief, will be the continuance by the majors of buying foreign-made films to pad out their release schedules.

"That the problem is serious, no one will deny. The squeeze indicates more and more that if help is to come, exhibitors must create their own help. It is a situation that has the full attention of your TOA officers."

Byrne Appointed to Hospital Committee

The appointment by Jack Byrne, general sales manager of M-G-M, as national co-chairman of the distributors committee for the annual drive of Will Rogers Hospital was announced at the weekend by A. Montague, president of the Hospital.

Byrne will serve as co-partner with James Velde, general sales manager for United Artists.

Donen to Make Four More for Columbia

Columbia Pictures announced at the weekend the extension of its production-distribution agreement with Stanley Donen Films, Inc., which will now provide for four major feature films to be made abroad in addition to the two already completed. Donen is expected to produce and direct each of the films in the next two to three years and at the same time continue his other production activities in conjunc- two already completed. Donen is extion with Cary Grant. The first of the four will be based on the Elliot West novel, "Man Running."

5th Globe Week $9,815

"No Morals" grossed $9,815 in its fifth week at the Globe Theatre here, ended last Friday, slightly above the fourth week's gross, according to William Mishkin, distributor of the film.

UK Exhibitors

(Continued from page 1)

left over the weekend for London where he will address theatre manager conventions in the British capital, Birmingham, Leeds and Glasgow before the affair in Folkestone.

The "exploitation" dinner-dance for the CEA convention, fashioned after the exhibitor luncheon at the Waldorf-Astoria Hotel last year for the original "Hercules," will enable Levine to outline his record U.K. campaign budget set in excess of £50,000 ($140,000).

Levine, assisted by representatives of Warner-Pathe, distributors if the film in the U.K., have prepared a "Herculean" evening for the convention with special orchestras and entertainers being brought down from London to augment the merchandising show.

Levine will spend two weeks in Great Britain.

LADIES NIGHT IN MURDER, INC.

Her name was Eadie. She was a nice kid with blonde hair that danced laughingly over one eye. She had recently married Joey, and their two room tenement flat was like a honeymoon cottage until the notorious Kid Twist walked in.

He was the head hoodlum with the fat fingers who liked the way Eadie looked—in a slip. What he did to her led to the explosive events that for the first time exposed the kill-by-contract cartel.

MURDER, INC. explodes on the screen at the Victoria Theatre in New York—soon!

One of a series of teasers that will set the country talking!

New Star Greco, Dual Roles Top Elements of 'Crack' Drive

By CHARLES S. AARONSON

The proper and extensive merchandising of product today is "terribly important" and is vitally necessary to the survival of our industry, in the opinion of Charles Einfeld, vice-president of 20th Century-Fox. The promotional executive, opening the company's presentation on "Crack in the Mirror" at the home office last Thursday, specifically thanked Martin Quigley, Jr., *Motion Picture Herald*, for the initiation of The Herald's Merchandising Conferences, of which the Fox session was one.

Einfeld described the conferences as "very fine work" and a "real contribution to the industry." He then introduced various of his aides, who offered the assembled circuit promotional executives a detailed analysis of the company's campaign on the Darryl F. Zanuck picture.

A taped greeting from Zanuck was played back, in which the producer, currently in Ireland for location shooting on his next film, "The Gamblers," emphasized the importance of merchandising of pictures. He also declared, "If we are to survive, we must fight for the off-beat film, the unique films, not only the very big ones." Such a film, he felt, is "Crack in the Mirror," which stars Orson Welles, Juliette Greco and Bradford Dillman.

Weiss Outlines Three Elements

Nat Weiss, publicity manager, opened analysis with a description of the publicity campaign on the Zanuck film, citing three publicity campaign elements. The first he described as concentrating on the emergence of Juliette Greco as a new film star. He cited the innumerable national magazine breaks for the player, the New York newspaper attentions, which he said could be utilized locally; the coverage in the syndicated columns, and the *piece de resistance,* several pages in the current issue of *Life* on the film, with concentration on Miss Greco. The second phase of the publicity effort was the fact that each of the three leading players, Orson Welles, Miss Greco and Bradford Dillman, plays a dual role. The third element was the heavy stress on the necessity of the patrons seeing the film from the beginning.

Martin Michel, radio and television director, described the radio and TV promotional efforts set and to be set on the film, citing taped interviews with Zanuck and with Miss Greco, and the many radio and TV mentions the film has received as a result of screening for TV and radio personalities.

Goodman Brings Zanuck Message

Abe Goodman, advertising manager, described, and illustrated with slides, the diverse and attractive advertising campaign prepared for "Crack in the Mirror," with emphasis on a message from Zanuck and the necessity of seeing the film from the beginning. Rodney Bush, exploitation director, declared he felt it important that the teaser campaign be begun 14 days before playdate on the film, and said 20th-Fox will share in the cost in cooperative situations. Radio should be used closer to opening date, Bush suggested, and he urged that a number of screenings be held for opinion-makers, since he felt their influence especially important in a film of this kind.

Einfeld closed the session with the observation: "We will be partners with you." He voiced the opinion that the picture "Crack in the Mirror" is possessed of tremendous word-of-mouth possibilities and that it is the kind of film which should build as is plays.

'Bells' Campaign Features Two Approaches and Tie-Ups

By JAMES D. IVERS

A twin advertising campaign stressing different approaches to the
and a multiplicity of tie-ups including one "natural" which can reac
household in the country, are the principal features of the promotion
by MGM for "Bells Are Ringing." The campaign was presented Friday for discussion at the final session of the *Herald* Merchandising Conferences by Dan S. Terrell, Silas F. Seadler and Bernard Serlin.

The dual series of ads, Seadler told the exhibitor guests, was evolved in order to provide theatres with a choice of copy and layout. The first series features Judy Holliday and Dean Martin in a dancing pose and the copy stresses such phrases as "Broadway's bell-ringer of a musical" and "That ring-a-ding musical from the Broadway stage."

The second series features the stars also but stresses the comedy angle. One especially striking ad uses the word "Fun" in oversize letters as the background and the copy is typed to resemble circus poster copy. Typical copy in this series is "Love story of the telephone belle" and "Switchboard Cinderella who fell in love with one of the numbers."

Concensus Favors Combination

Exhibitors at the Conference liked both series and the concensus was that a combination of the two campaigns, with ads selected to suit each situation or newspaper would be best.

Ads will be breaking, Seadler said, in the *Pictorial Review,* in color, and in many independent Sunday supplements. Again the exhibitor guests suggested that off-the-amusement-page ads would suit the picture best.

Both Seadler and Terrell stressed the fact that the campaign, while well along in the planning stages, was still open for change and invited the conference guests to send in suggestions.

Serlin detailed the music tie-ups, reporting that record compani
day were adding singles or all
the music from the picture. K
here is a Capitol album of th
track and others are Andre
Sammy Kaye, Guy Lombar
Frank Sinatra albums and
More will be listed in the
press book.

Major opportunity for a tie-
lin said, is with the Bell Syste
is now pushing its new "P
telephone set in color throug
country. The phone is feature
picture and the Bell System is
out publicity stills and materi
its affiliated systems recom
cooperation on promoting the
Arrangements for lobby disp
the new phones, coupled wi
of Miss Holliday and of Ma
easily be made, but both Se
Terrell stressed that all such
ments must be made on th
level because the Bell System
are independent local comp

Stuffers for Envelopes Pla

Suggestions for full use
angle included the preparation
fers to be sent out with month
bills, thus reaching practicall
household in the country; the
automatic recorded messages
cial phones with the numbe
inserted in local ads; the lob
plays mentioned above; and c
tive local advertising and wind
plays.

Other suggestions include
tacting local branches of te
company employee organi
well established throughout th
try for possible theatre party
tions.

Spyros Skouras, 20th-Fox president (right), is welcomed to the Herald Merchandising Conference by Charles Einfeld, vice-president. At left are Martin Quigley, Jr., Herald editor, and Rodney Bush, 20th-Fox exploitation director (seated).

Dan Terrell, of MGM, presenting the campaign for 'Bells Are Ring
the Herald Merchandising Conference. Seated is Silas F. Seadler,
Eastern advertising manager.

ON PICTURE HERALD MERCHANDISING CONFERENCES

partment' Campaign Is Tailored Convey Film's 'Special' Nature

By SHERWIN KANE

tensive and intensive merchandising campaign which United Artists behind the Billy Wilder-I. A. L. Diamond combination's "The Apart- s been tailored to convey to the public the message that the picture hing special."

Lewis, U. A. vice-president of advertising and publicity, *tion Picture Herald* Mer- g Conference after a screen- he Mirisch Co. picture on nat telling the story of "The it" does not do the picture o that advertising, publicity pitation all is being aimed to mething of the picture's uni- ires.

es of "teaser" ads, based on y mannerisms of the stars, off the magazine and news- vertising, creating an audi- t will be "hep" when it picture and will be the more contribute to the word-of- bout it afterward, David , U. A. advertising manager, out to his exhibitor audience. ds in this category are de- be "different," not only to cial" but to "be special," he eature of the advertising will lustrated key in The Apart- k.

d During June and July

agazine campaign will be in in June and July.

major phases of the cam- escribed by Fred Goldberg, tional director of advertising icity, include a special Billy program on the Ed Sullivan show, June 5, recalling high- m some of Wilder's outstand- uctions of the past and fin- ith a provocative clip from artment."

najor tie-up plan, applicable ocal level to all situations, is a three-way deal embracing the theatre, department stores and real estate offices. In New York, for example, Stern's department store will design and furnish (and feature in its advertising) a bachelor's and bachelorette's apartment. Public interest will be heightened by a contest, with a vacation trip as the prize, to find the key that fits the apartment doors. Promotion pieces will be mailed to the store's customers with regular statements and advertising. Total cost to U.A. is $400 for printed material.

Movie-wise,
there
has
never
been
anything
like "THE APARTMENT"
love-wise,
laugh-wise
or
otherwise-wise!
Jack
Lemmon
Shirley
MacLaine
Fred
MacMurray
Ray Walston, Edie Adams

Roger Lewis, United Artists vice-president in charge of advertising-publicity, with a blow-up of the key theme for advertising of "The Apartment."

Available to Realty Firms

Heralds and other promotion material will be distributed through large realty firms to tenants; teasers will be inserted in newspaper classified ads, and publicity will be designed especially for weekend realty sections of newspapers.

There will, of course, be teaser trailers, radio spots, records ("Theme from 'The Apartment',") and personal appearance tours with planned interviews by Wilder and Jack Lemmon, one of the picture's stars.

s Tells One on f at 'Herald' Meet

P. Skouras, president of 20th Fox, speaking to the circuit n executives attending the Picture Herald's Merchandis- ference session at the 20th- ne office last Thursday, told nimself.

scribed the situation at the company stockholders' meet- previous Tuesday, when he l that several of the com- ictures from which great re- re expected, failed to do as nticipated. "I told them," he h a chuckle, "that the pro- the studio were not at fault, distribution department could lamed—but that it was all my is audience enjoyed the sally as he enjoyed telling it.

'Black' Tours in Record

Personal appearance tours by the producers, stars, and others connected with "Portrait in Black," have been set in 37 cities by Universal-International, marking the largest such promotion for any film ever released by the company, David Lipton, vice-president, said here at the weekend. Set for tours are Ross Hunter, Lana Turner, Sandra Dee, Virginia Grey, Anna May Wong, and Dolores Rubin.

Skouras Declares Theatres Can Meet All Competition

(*Continued from page* 1)

ture of our business," Skouras told the circuit men. "There is greater competition for the motion picture today than at any time in the history of the amusement world," but he stressed that the well-managed film theatre still can hold its own in the competitive market.

"The fate of the industry is in your hands," he told the exhibitors. He emphasized the importance of the advertising, publicity and exploitation activities of the industry, but made clear his conviction that it is the exhibitor who in the final analysis "must keep the industry alive and going forward."

Tribute to Production Code

In the course of his remarks, Skouras paid tribute to the efforts on behalf of the industry by Martin Quigley. With reference to the formulation by Quigley of the Production Code at a time when the business was in need of help of this nature, Skouras said, "The Production Code saved the motion picture industry."

The constructive value of product merchandising and the enormous value of such joint-sessions as the *Herald's* Merchandising Conferences were stressed by Skouras. He recalled his own early days in motion picture exhibition, when he had to sweep the floors, carry the film cans many blocks from the exchange to the trolley, then from the trolley station to the theatre and up into the booth. "And I had to clean the spittoons, too," he declared. His point was that today, with those routine physical tasks not occupying many of the exhibitor's working hours, he had the time to devote to making his theatre attractive, and to giving maximum attention to the proper promotion of his product.

Urges 'Family' Enertainment

He urged upon his hearers the importance of "family" entertainment for the greatest and most lasting good of the industry, and specifically and pointedly declared that if a picture were offered by any distributor, which in the opinion of the exhibitor was likely to prove harmful to the good relations of the theatre and the community, the exhibitor should flatly refuse to purchase the film, and should thereupon publicly indicate that fact and state clearly why he had refused to book the film in question. Only thus, he implied, could the producers be brought fully to understand what kind of pictures should not be made.

He said he believed that the films sent abroad from Hollywood should truly and accurately mirror conditions and activities in the United Sates as they actually are, without dissimulation.

He expressed his gratification at the Merchandising Conferences sponsored by *Motion Picture Herald* as vitally important in furthering the work of merchandising product, which he declared was so essential in extracting the maximum revenue from each picture. In that view he was joined by Charles Einfeld, 20th-Fox vice-president, who conducted the company's promotional presentation on "Crack in the Mirror," and by Zanuck, whose taped message was played back to the group. Zanuck said that merchandising was the only way to keep our industry alive. Tribute was paid by Skouras and Einfeld to Martin Quigley, Jr., editor of *The Herald*, who was the guiding hand behind the Conferences.

RKO Theatres

(*Continued from page* 1)

ways looking for the big picture, thus we continually live in hope," he stated.

His remarks followed a two-and-one-half-hour meeting that was marked at times by bitter denunciation of Glen Alden policy by minority stockholders. Hervey L. Russell, one of these, was nominated from the floor to be one of 11 members on the board of directors but was beaten decisively. The incumbent board was relected.

In answer to questions from shareholders present, Albert A. List, chairman of the board and president of the corporation, said the company has been examining other companies with the view of eventually buying one or several of them. He said he would not purchase a company just to gain publicity for Glen Alden but instead would continue to pursue a cautious policy. List and his family hold in excess of 2,000,000 Glen Alden shares.

Directors reelected were Harry W. Bradbury, Frank Burnside, Ralph E. Case, T. R. Coluburn, Milton Hubschman, Wentworth P. Johnson, Dudley G. Layman, List, Mrs. Albert List, A. H. Parker, Jr., and Sol A. Schwartz, who presided at the meeting. The board voted a regular quarterly dividend of 10 cents per share on common stock, payable, July 15 to shareholders of record at the close of business on July 5.

Disney Gets Interest In Arrow Development

Arrow Development Company of Mountain View, Cal., and Walt Disney Productions jointly announced yesterday that Walt Disney Productions have purchased a one-third interest in the Arrow Company.

Arrow, which was founded in 1945, designs and manufactures rides, special effects and other attractions for the outdoor amusement industry.

A POSY from the PRODUCER of "DAISIES"

"I have always been impressed with the impact trailers have had on audiences. And when we needed a TV trailer for 'Please Don't Eat The Daisies' we went to National Screen Service – the logical place to go for any kind of trailer.

I needn't add that since then everything's been coming up 'Daisies,' especially those delightful boxoffice figures."

Joe Pasternak

Joe Pasternack

NATIONAL *Screen* SERVICE

All
News
hat
News

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 100 NEW YORK, U.S.A., TUESDAY, MAY 24, 1960 TEN CENTS

ng

; Picture icy Seen Extension

tone Predicts Others low 20th-Fox Trend

3y WILLIAM PAY

ON, May 20 (By Air Mail).— the trend towards bigger important pictures by Twenury-Fox, Murray Silverstone n extension of this policy ompanies. The 20th-Fox In- l president was addressing iny's sales conference here. lled that before the war a e was lucky to gross more 50,000 ($420,000) on re-

ontinued on page 7)

ien Must Know , Too: Jackter

pecial to THE DAILY

GO, May 23. — Today, more , the successful film sales- know how to sell his prod- pub- as to ibitor, ickter, Pic- -pres- gen- man- l his per- re to- essing pany's estern estern nd branch managers at the ike here at the opening of

Rube Jackter

ontinued on page 6)

ION TODAY—page 7

Addition to W. R. Hospital Will Honor O'Donnell; '60 Drive Goal Biggest Yet

By SAUL OSTROVE

Proclaiming 1960 as the Robert J. O'Donnell Memorial Year, the Will Rogers Memorial Hospital and Research Laboratories announced plans here yesterday to build a $500,000 addition to the Saranac Lake, N.Y., institution, to be named the Will Rogers—R. J. O'Donnell Memorial Research Laboratories, thus honoring the late chairman of the board of directors, known as "Mr. Showman."

A. Montague, president of the hospital, also told the press at the Columbia home office that this year's goal for the audience collections and the 1960-61 Christmas salute drives has been set at $1,000,000, highest in the hospital's history. Half of that sum will be used to construct the

(*Continued on page* 2)

O'Brien Scores Low Wages in U.K. Industry

From THE DAILY Bureau

LONDON, May 20 (By Air Mail).—While accepting the offer of Cinematograph Exhibitors Association of pay increases for some 70,000 employees, the National Association of Theatrical and Kinematograph Employees expressed "concern at the number of lower paid workers in all fields of the entertainment industry" during the union's annual conference.

Sir Tom O'Brien, general secretary

(*Continued on page* 7)

'Top to Bottom' Drive Set for 'Savage Eye'

A "top to bottom" campaign, ranging from a full page ad in *The New York Times* Sunday magazine to bills posted in the coffee houses of Greenwich Village, will be used by Trans-Lux Distributing Corp. and Kingsley-International to exploit "The Savage

(*Continued on page* 7)

Says TV's Summer Fare Sends Public to Films

While conceding that summer air-conditioning of theatres and stores over the past 25 years had much to do with changing July and August from poor to excellent theatre business months, the current issue of Loew's Theatres' "Movie Memo" says summer television programs possibly might be an even more important factor.

Says "Movie Memo's" Ernest Emer-

(*Continued on page* 7)

Legion Study, Aided by Clergy, Lauds Film People, Urges Self-Regulation

By SAMUEL D. BERNS

HOLLYWOOD, May 23.—Martin B. McKneally, national commander of the American Legion today held a press conference at the Greater Los Angeles Press Club headquarters in the Ambassador Hotel to make a plea for more self-regulation in the motion picture industry "based on his personal study of opinions of spiritual leaders in the Los Angeles area."

The commander stressed seven points on which there was a plurality of agreement:

¶ Members of the film industry, in the main, are good people, law-abiding and maintaining a decent home life.

¶ Because of the glamor attached to Hollywood, any departure from conventional behavior takes on an inflated importance.

¶ Spiritual leaders do not condone

(*Continued on page* 8)

In Michigan

Anti-Red Units Cite 4 Films, Hint Boycott

Veterans', Church Groups Act; Allied Apprehensive

Special to THE DAILY

MILWAUKEE, May 23.—Copies of resolutions adopted by veterans' and church organizations in Northern Michigan condemning films on which known communists or so-called unfriendly witnesses have worked have been forwarded to Allied Theatre Owners of Wisconsin headquarters here, giving rise to some apprehension among theatre owners in this area.

Edward E. Johnson, Wisconson Allied president, noted that the "strong-

(*Continued on page* 6)

A-A Reports 9 Months Profit of $1,005,955

From THE DAILY Bureau

HOLLYWOOD, May 23. — Net profit of $1,005,955 before federal income taxes was reported by Allied Artists today for the nine months period ended March 26. The result compares with a net loss of $190,424 for the corresponding period in the previous fiscal year.

Steve Broidy, A-A president, said

(*Continued on page* 7)

AMPP, ATFP, SAG Meet; Withhold Report

From THE DAILY Bureau

HOLLYWOOD, May 23. — The Association of Motion Picture Producers and the Alliance of TV Film Producers met with the Screen Actors Guild today to negotiate contracts for actors appearing in TV films. No statement or comment was offered at the end of the three-hour session and no further meeting date has been set.

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

Complete facilities for every film need in black and white or color

PERSONAL MENTION

WALT DISNEY has returned to Hollywood from New York.

•

Buddy Adler, 20th Century - Fox executive head of production, has returned to New York from England and the Continent.

•

Irving Rubine, Highroad Productions vice-president, has returned to New York from London.

•

Samuel Goldwyn, Jr., returned to New York yesterday from Moscow.

•

Irving Wormser, president of Continental Distributing, Inc., has returned to New York from the West Coast.

•

Arthur Freed, producer of "Bells Are Ringing," has arrived in Dallas from Atlanta.

•

Hal E. Chester, British producer, will arrive in New York this week from London.

•

Mrs. Samuel Bronston has given birth at New York Hospital to a son, **Philip Richard**. Father is producer of the forthcoming "King of Kings."

•

Harold Hecht, executive producer of "A Matter of Conviction" for United Artists, will arrive in New York later this week from the West Coast.

•

Billy Wilder plans to be in Washington on June 1 from Hollywood.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
WALT DISNEY'S 'Pollyanna'
Starring JANE WYMAN • RICHARD EGAN
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO., INC.
in TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HALL FOLLIES"

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quolity!
1327 S. Wabash FILMACK CHICAGO, ILL.

Rogers Hospital Drives Set

(Continued from page 1)

10,000 sq. ft. O'Donnell laboratories, and the other half for hospital running expenses. Last year, $630,000 was raised, which was $120,000 short of the goal.

Although details of the hospital's expansion will not be revealed until the board's annual meeting at Saranac Lake on June 24, Montague said the addition to the institution would be completed by the Summer of 1961.

Eugene Picker, chairman of the hospital finance board, said that twice last year's total of 3,800 theatres will participate in the audience collections to be held late this Summer.

Referring to the industry-financed and operated institution, as the "home office" of industry patients, Richard Walsh, international president of IATSE, said it already has helped numerous members of his organization and that they would back the forthcoming drive completely. "This is one time when labor and management can sit around the table and get chummy," he said.

Dr. Edgar Mayer, medical advisor to the hospital board, announced that the new undertaking will have strong support from university medical centers. He further stated that a new medical advisory group would be composed of 10 leading consultants.

Although it is still primarily a tuberculosis center, the hospital has lately been studying cardio-vascular and pulmonary diseases and hopes eventually to treat or at least study lung cancer, Dr. Mayer said. It is expected that laboratories and housing facilities will rise together in the O'Donnell wing.

An O'Donnell memorial committee has contacted friends of "Mr. Showman," in the industry and in medical and scientific circles here and abroad, for help in determining a theme for a memorial that would best express O'Donnell's hopes for the hospital. Committee members are Arthur Mayer, chairman; Montague; Samuel Rosen; Walsh, and J. E. Shugrue.

Space for the new laboratories will be drawn from the area in the main building currently used for housing the resident staff. New accommodations for these attaches and others whose quarters are elsewhere in the building will be erected on the property. This will provide additional hospital space for more patients.

Fontaine, V.C. Founder, Will Be Honored July 19

Special to THE DAILY

PITTSBURGH, May 23.—Friends, in and out of the industry, of J. E. "Eddie" Fontaine, United Artists division sales manager in Washington, D. C., will pay tribute to his 50 years in show business at a testimonial dinner to be held in the Urban Room of the Penn Sheraton Hotel here on July 19.

Although Fontaine's hosts will be drawn from Washington, Pittsburgh, Cleveland, Detroit and Cincinnati, this city was chosen for the event because of its central location and because it was in Pittsburgh that Fontaine, with 10 other showmen, formed the Variety Club in 1927, with Fontaine, himself, suggesting the name of the now nationally famous organization.

Funeral Services Held For Gus Kerasotes

Special to THE DAILY

SPRINGFIELD, Ill., May 23. — Funeral services were held here today for Gus Kerasotes, 86, pioneer theatre man who, with his brother, Louis, founded Kerasotes Theatres in 1909. The circuit now numbers over 40 theatres in Illinois.

He is survived by four sons, George G., president of Kerasotes Theatres and chairman of the board of Theatre Owners of America; Nicholas, Louis and John.

Conn. Group to Fight Industry 'Bickering'

Special to THE DAILY

HARTFORD, May 23. — Establishment of a better relations committee —the objective to improve community relationship and lessen intra-industry bickering—has been announced by the Connecticut Drive-In Theatres Assn.

Sperie Perakos, general manager of Perakos Theatre Associates, and CD-ITA president, said: "Ninety-five per cent of the 42 drive-in theatres currently operating in Connecticut are in unanimous agreement on the basic workings of the better relations committee. This is activity that can indeed lead to better days in the Connecticut drive-in theatre field."

The committee membership consists of Perakos; Charles Lane, New Haven Drive-In, North Haven, and Summit Drive-In, Branford; William Sirica, Watertown Drive-In, Watertown; Franklin E. Ferguson, drive-in theatre booker and promotional counsel; Morris Keppner, Mansfield Drive-In, Mansfield; and Bernie Menschell, Outdoor Theatre Corporation, Manchester.

Next group meeting is slated for 12:15 noon at the Colonial House, Hamden, on Tuesday, June 7.

77 Dates for 'Hours'

"The Gallant Hours" has been set by United Artists for 77 key regional openings timed with Memorial Day.

Fabian to Speak at
Meeting in Baltimo

Special to THE DAILY

BALTIMORE, Md., May 2
H. Fabian, treasurer of Theatr
ers of America and chairman
American Congress of Exhibit
be a luncheon speaker at t
annual meeting of the Marylar
atre Owners Association, a TO
ate, at the George Washingto
in Ocean City, Md., June 28-3
G. Broumas, MPTOA presid
nounced today.

Fabian, who is also presiden
Stanley Warner Corp., will
the luncheon meeting Wed
June 29, and is expected to tal
the product situation, Broum
Albert M. Pickus, national TO
dent, had previously been an
as the speaker at the luncheo
ing Thursday, June 30.

Broumas also disclosed tha
H. Lewis, national director o
tising, publicity and exploita
United Artists, had accepted
tation to take part in a prod
promotion forum to be stage
meeting.

Alan F. Cummings
Wife Found Dead i

Alan F. Cummings, 69,
tired last year as executive i
of branch operations for M-G-
whom he had been associat
1924, was found asphyxiated
wife, Gertrude, 62, in their au
in the garage of their Hartsda
home on Sunday. Greenburg
police said the couple appare
died of carbon monoxide p
from the exhaust of the car.

Prior to joining M-G-M, Cu
had been associated with
Goldwyn Distributing Corp.,
Film, Mutual Film and Gene
Co. in Dallas, with whom he
in 1913.

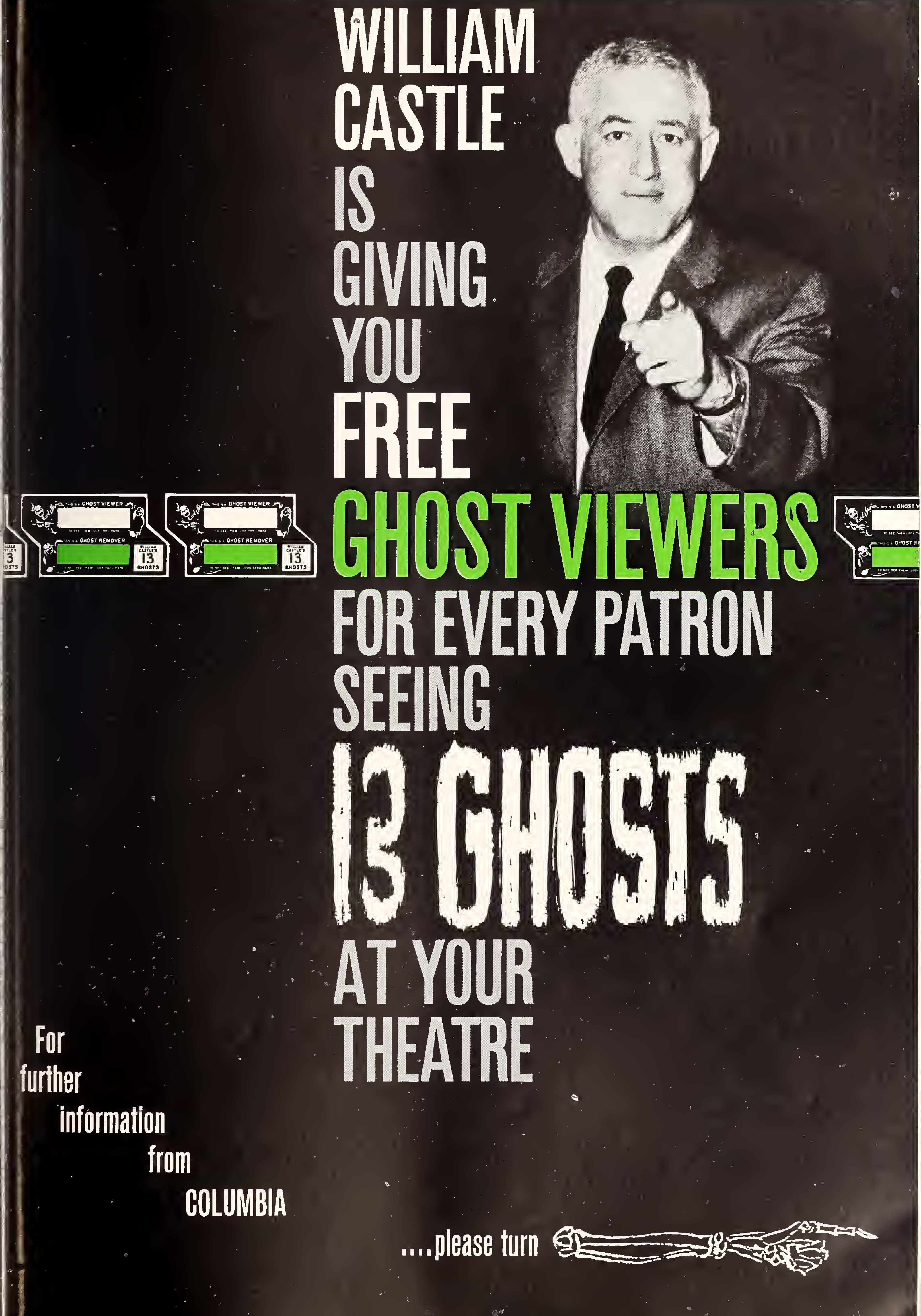
Porter Salute Brin
$65,000 for Resea

More than $65,000 was ra
the Children's Asthma Resear
tute and Hospital in Denver a
cent "Salute to Cole Porter"
York's Metropolitan Opera
Max Youngstein, United Arti
president, and founder and
chairman of the institute, pr
the fund-raising event, the s
nual parade of stars sponsore
Asthma organization.

To Hear Blue Law

WASHINGTON, May 2
Supreme Court has agreed to
second case involving the
ability of Pennsylvania's "bl
Earlier the high court agreed
appeals on the enforceab
Maryland, Massachusetts an
sylvania communities' blue la

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrc
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscrintion rates per year, $6 in the Americas and $12 foreign. Single c


THIS IS A GHOST VIEWER
THIS IS A GHOST REMOVER
WILLIAM CASTLE'S
13
GHOSTS

WILLIAM
CASTLE
IS
GIVING
YOU
FREE
GHOST VIEWERS
FOR EVERY PATRON
SEEING

13 GHOSTS

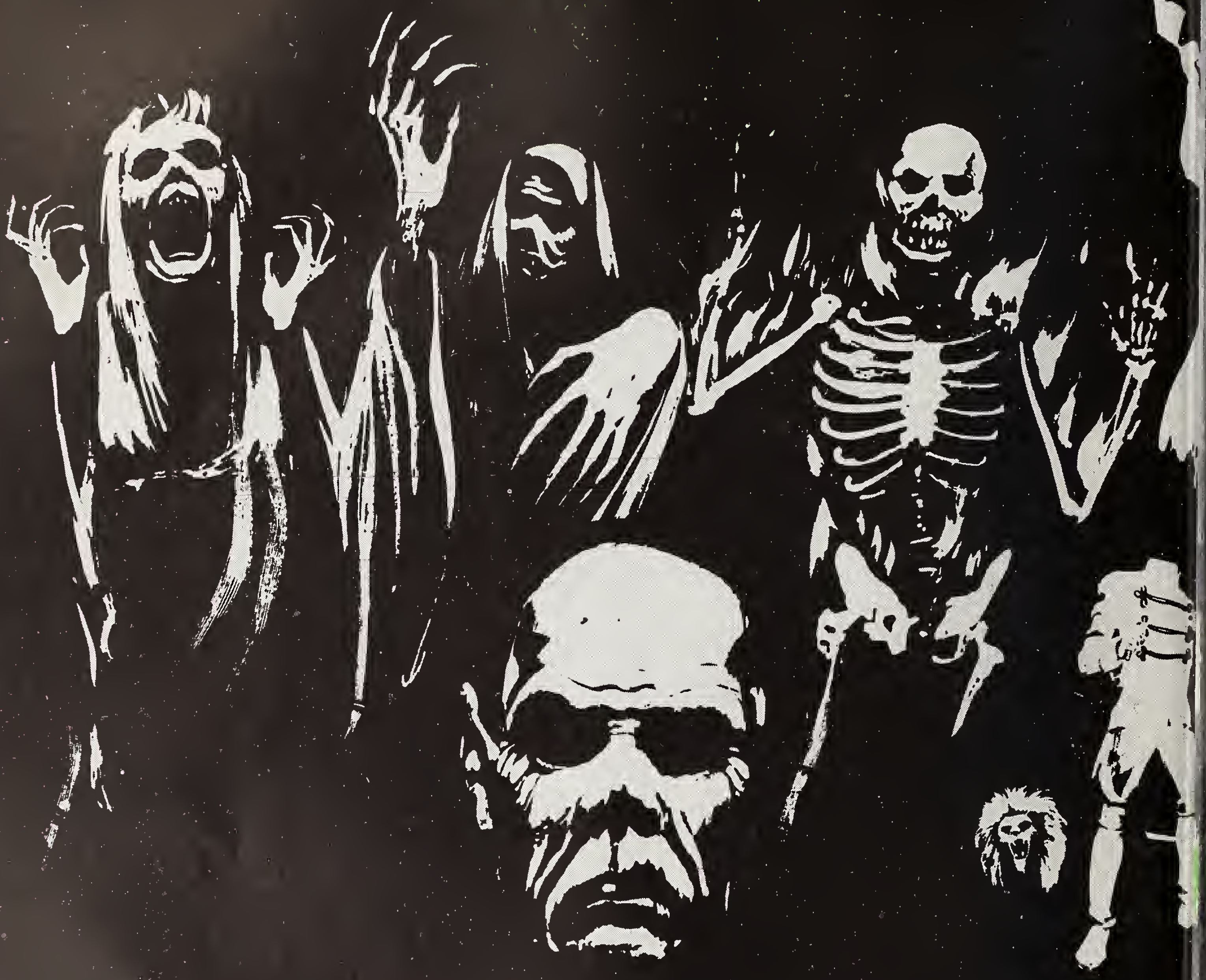
AT YOUR
THEATRE

For
further
information
from
COLUMBIA

....please turn

FROM BORDER-TO-BOR

13 TIMES THE THRILLS! 13 TIMES



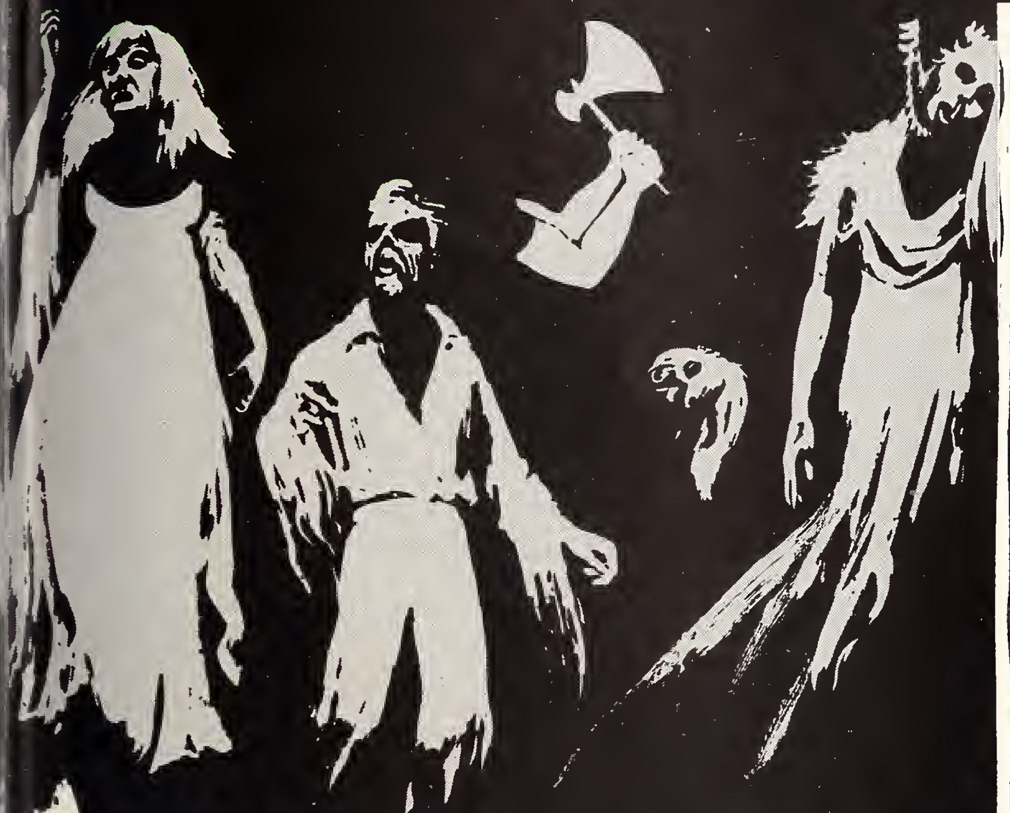
Backed by Columbia's Whopping GO-GO-GHOSTMANSHIP promo

- Special advance 40 x 60 (in color) plugging Free GHOST-VIEW
- Specterrific teaser and scene trailers!
- Thrill-'em and chill-'em TV trailer package!
- Hair-raising radio spots and lobby spot!
- Jo Morrow-Coppertone tie-up with picture credit... appearing Playboy and Fan Mags with readership of over 12,000,000 !

Book this year's vacation-time SP

AND GHOST-TO-GHOST!

CREAMS! 13 TIMES THE FUN!



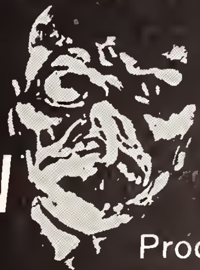
YES, 13 times the
ENTERTAINMENT
when audiences use
THE NEW
GHOST-VIEWER

...And every theatre
gets its Viewers
FREE!

GHOST VIEWER

IN
ILLUSION-O

3 GHOSTS



RLES
RBERT · JO
MORROW · MARTIN
MILNER · ROSEMARY
DeCAMP and DONALD
WOODS

tten by ROBB WHITE

Produced and Directed by WILLIAM CASTLE

VILLIAM CASTLE PRODUCTION

SEE the ghosts in ECTOPLASMIC COLOR!

ULAR...from CASTLE and *Columbia!*

Anti-Red Units

(*Continued from page 1*)

ly worded resolutions . . . obviously imply a boycott of the motion pictures referred to because of the hiring of writers and directors with alleged communistic leanings.

"Perhaps other veterans organizations and church groups around the country are adopting similar resolutions," he surmised.

The resolutions forwarded here by Wisconsin Allied members on the Upper Peninsula of Michigan were both from the Houghton, Mich., area. One had been adopted by the combined American Legion, Veterans of Foreign Wars and Disabled Veterans Posts and their Auxiliaries from the Counties of Baraga, Keweenaw, Ontonagan and Houghton. Another was by the Women's Parish Organization of St. Ignatius Loyola Parish, Houghton.

Both resolutions specifically mentioned Otto Preminger's "Exodus" and Stanley Kramer's "Inherit the Wind," noting that Dalton Trumbo and Nedriek Young, respectively, worked on the scripts.

Charges 'Test' Being Made

The church organization's resolution asserts that Preminger and Kramer "have made it publicly known that in hiring Young and Trumbo they were testing the public attitude toward complete reacceptance of Communists in the Hollywood film industry."

Both resolutions also mention "Chance Meeting" and "Spartacus" as "having enlisted the talents of certain men who were actively engaged in subversive work in movie industry." They go on to protest exhibition of the pictures and not only resolve to "refrain from patronizing any movie house which exhibits any one of the foregoing films" but also "to use our best efforts to induce every other American to refrain from patronizing such plays by means of which these traitors after once being admitted to their accustomed places in the movie world will insidiously use their talents to betray and undermine our American way of life and the freedom for which so many of our comrades gave their all."

'Waldorf Agreement' Cited

The church organizations' resolution charges that the pictures constitute violations of the Motion Picture Association's so-called "Waldorf Agreement."

The veterans organization's resolution differs from the other in that it not only is briefer but appears to have been prepared in quantity with space left blank for the insertion of the name or names of the organizations by which it is adopted.

Lindsay MacHarrie, 59

Lindsay MacHarrie, 59, a former radio and television director and producer, and a technical director for Paramount Pictures, died Saturday in Saranac Lake following a long illness. He had been with the old Blue Network of American Broadcasting Co.

REVIEW:

Wild River

Kazan—20th-Fox—CinemaSeope

CAST AS A U.S. government engineer sent to purchase land from citizens of Tennessee so as to make way for the dam built there by the Tennessee Valley Authority in the '30's, Montgomery Clift is placed into conflict with quite an assortment of strong-willed characters in "Wild River." Guiding him through the turbulent clashes is famed producer-director Elia Kazan whose first picture this is since 1957 ("A Face in the Crowd").

Most interesting of the people with whom Clift contends are a couple of females—an 80-year-old woman and her granddaughter, a young widow with two small children. The first is played by Jo Van Fleet, made up skillfully for the juicy role of an octogenarian, and the second by Lee Remick who is fresh from her recent acting triumph as the rape victim in "Anatomy of a Murder." The involvement of the hero with the former is productive of a psychological battle between "tradition" and "progress" while that of the latter leads down the more conventional path of romance.

Miss Van Fleet plays a pioneer who has resided all her life on an island containing a 3,000-acre plantation in the Tennessee Valley that is in the path of the waters that will soon be loosed for the dam. She is determined neither to sell her land nor to leave it and a host of government agents before Clift has been unable to budge her. Only brute force, she makes it plain, can cause her to surrender.

Clift, however, uses subtler means. On the one hand he tempts her Negro field hands away to the city by offering them higher wages. On the other, he makes a play for the granddaughter in the hope that she can help him win the old lady over.

AT THIS POINT, Paul Osborn, the script writer, deserts Miss Van Fleet almost altogether to develop the romance. The Remiek character is a lonely girl anxious to remarry and she decides that Clift is the man for her. So she throws herself at him; they have an affair; and before he knows it he is hooked.

At the end Miss Van Fleet is conquered. Left all alone on the island she is forced to leave. But the old girl gets her revenge, she ups and expires the next day after they move her to town.

There are other Southern natives that Yankee Clift comes up against in the course of the story—particularly some businessmen who are incensed when he gives the same wages to Negroes as whites. This leads to a couple of fist fights and the picture's one episode of real melodrama—an action scene in which a band of roughnecks ram a car into Miss Remiek's house and then brutally assult Clift.

The rest of the way "Wild River" seems somewhat tame to have come from the ordinarily volatile Kazan. But the audience has plenty of compensations: a nice sense of time and place, thanks, in part, to location photography in CinemaSeope and DeLuxe Color; a nice feel for character, particularly in the performances got from the Misses Remiek and Van Fleet; and some good humorous byplay here and there.

Source of the script is two novels—"Mud on the Stars" by William Bradford Huie and "Dunbar's Cove" by Bordon Deal.

Running time, 105 minutes. Release, in June.

RICHARD GERTNER

12 on Committee for Cinema Lodge Golf Fete

A working committee of 12 for the ninth annual film industry golf tournament and funfest being sponsored by New York's Cinema Lodge of B'nai B'rith at the Ryewood Country Club at Rye, N. Y., on Thursday, June 16, was announced by Martin Levine, chairman of the tournament and Marvin Kirsch, co-chairman.

The committee consists of Herb Berg, Dave Dash, Jaek Hoffberg, Mel Konecoff, Milton Livingston, Joseph Margulies, Don Mersereau, Alan Robbins, Norman Robbins, Cy Seymour, Robert K. Shapiro and Ted Sullivan.

'Dinosaurus' World Bow In New Orleans June 24

"Dinosaurus," the new Jack H. Harris production for release by Universal-International, will have its world premiere at the Joy Theatre in New Orleans on Friday, June 24, launching a series of territorial saturation openings, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures.

Jaek H. Harris, the producer, will participate in the advance promotion of the picture in New Orleans and throughout the territory as well as in 14 other key-city openings.

Exhibitors Fight
Rate Raises in De

Special to THE DAILY

DETROIT, May 23. — A
delegation of exhibitors wa
mental in getting the *Det*
Press to raise its directory a
rates only to 67½c per line i
75c as the paper had plan
newspaper previously hiked
from 45c to 60c per line
October.

Exhibitors attending a c
with newspaper executives
Sam Barrett of Cooperative
of Michigan; Irving Gol
Community Theatres; Milton
don, president, Michigan
Alden Smith of Cooperat
William M. Wetsman, W &
tres.

The exhibitors explained
rapid rate raises would price
Press out of the picture. A
ment was also reached that t
be no further increases for
six months.

'Salesmen Must K

(*Continued from page*

the final series of regional sa
ings, Jaekter said, "All sales
must be fully conversant
promotion and advertising c
for each picture. It is the j
salesman to keep exhibitors
on how individual films a
sold to the public. This is as i
a task as selling the picture

Jaekter declared that the
continued trend toward the
tion of sales and promotio
He said that Columbia's tal
of the handling of the tra
advertising accessories for a
leases beginning Sept. 1, wa
example of this growing link
sales and promotion. "It is
cal," he stated, "that the
should furnish his accounts
tools with which to sell his p
the general public."

Sees Job Most Difficult

The Columbia general sales
also noted that the job of t
man, on every level, is m
plex than ever before. "Our
are merchandising a wide
product, ranging from mul-
dollar blockbusters to modes
films, all requiring special
In fact, the term 'special
has become virtually obsolete
every picture requires special
of one kind or another."

To illustrate his point, Jac
several forthcoming Colun
leases.

'Amour' Gross $1

"Hiroshima, Mon Amour,'
film being released here b
International, grossed a big
in its first week at the Fine A
tre, ended Sunday night.
management said this was o
top grosses in the history of t
exclusive of a holiday week,
day business, which was
equalled the previous all-tim
for that day set by "Room at t

Picture

ontinued from page 1)

ereas today this was sur-
distributors license fees
theatre playing a film such
Pacific." The same trend
place all over the English-
world, he added.

Pattinson, managing direc-
entieth Century-Fox in Brit-
spoke about the value of
News and the increasing
from exhibitors for the reel
te a well-balanced program-
ressed the exhibitor's benefit
reel now registering for

ncheon later, presided over
son at the Trocadero Res-
e British Organisation pre-
verstone with a silver photo
a mark of its regard and

to Bottom'

ontinued from page 1)

"off-beat" film that will
here June 6 at the Trans-
Street Theatre.

of the campaign were re-
he trade press yesterday by
Brandt, Trans-Lux president,
he three men who created
nute film, Joseph Strick, Sid-
ers and Ben Maddow. The
re writing, producing and
credits.

Savage Eye" part of Amer-
w Wave"? "Only in the
it's a divorcement from the
roduct and accomplished by
al people," Strick said.

and his associates have
work together on at least
re pictures. Maddow will
n, Strick will produce them,
ill edit them, and each man
t one of the films.

explained the "top to bot-
ertising device is necessary
of the film's nature. He in-
bypass most of the larger
lications and instead will try
hose people who he believes
ested in such a "different"
s "The Savage Eye," regard-
eir occupations (or lack of
income level.

s Continue to
n Truck Service

pecial to THE DAILY

OIT, May 23.—Efforts con-
the weekend to arrange for
; of Film Truck Service pad-
the Internal Revenue De-
last week.

hile, the main reliance for
of film is on Greyhound Bus
chigan Allied in an emergen-
in suggests consolidated re-
ments prepaid to a single
although the carrier will
o each exchange regardless
nee, to reduce costs.

al Screen Service is supply-
ers and trailers via parcel
vever, because material is not
promptly returned, serious
are developing.

Stars to Share Dais At UJA's Schwartz Fete

Personalities of stage and screen will join leaders of the motion picture and amusement industries in paying tribute to Sol. A. Schwartz, president of RKO Theatres, at a luncheon in his honor tomorrow at the Essex House. The annual affair is being held in behalf of the United Jewish Appeal of Greater New York, whose 1960 campaign is currently in full swing. Schwartz will be feted for his devotion to UJA and other humanitarian causes.

Stars who will occupy dais seats with leaders of the industry are: Harry Belafonte, Ray Bolger, Carolyn Jones, Tony Martin and Robert Wagner.

Irving H. Greenfield, of M.G.M., chairman of UJA's Motion Picture and Amusement Division, will preside at the testimonial luncheon. A record industry attendance is expected.

A.A. Reports Profit

(Continued from page 1)

no provision was made in the current period for federal income taxes because of prior year's losses.

Gross income for the period amounted to $12,915,723, compared with $10,247,689 for the corresponding period of the preceding year.

The unaudited, consolidated result for the 39-week period, after allowing for dividends on the preferred stock, amounted to $1.08 per share on the 895,346 common shares outstanding.

'Spartacus' Booked at Goldman, Philadelphia

Universal Pictures and the William Goldman Theatres have announced the exclusive Philadelphia roadshow engagement of "Spartacus" at the Goldman Theatre beginning Nov. 17. The agreement was reached by F. J. A. McCarthy, Universal's assistant sales manager and director of sales for "Spartacus," and George T. Beattie, general manager for the William Goldman Theatres.

'Summer' Big at Loew's

Sam Spiegel's "Suddenly, Last Summer," grossed $288,650 for the first five days of its run in 27 Loew's theatres here. The figure indicates that "Suddenly" should gross more than $400,000 over the entire Loew's circuit, which would be the greatest gross recorded for a Columbia Pictures release in the last five years, with the exception of "The Bridge on the River Kwai."

More 'Can-Can' Shows

The Rivoli Theatre here will increase its schedule of reserved seat performances by four per week for "Can-Can" starting July 2, it was announced by George Skouras, president of Magna Theatres. Skouras said this was being done in anticipation of a record number of visitors to New York for the Summer Festival this year. The new schedule will be for two shows every day.

Amer. Legion Unit Will Scan, Rate TV Shows

From THE DAILY Bureau

HOLLYWOOD, May 23. – The American Legion is now one of 60 national organizations which comprise the National Audience Board and will be invited to review television shows to determine the quality and to evaluate the programs being telecast. Announcement was made today following a press conference with American Legion National Commander Martin B. McKneally.

Five thousand legionnaires, 100 selected from each of the 50 states of the Union, will become part of the board.

TV's Summer Fare

(Continued from page 1)

ling: "TV has created an insatiable appetite for visual entertainment. So what happens when June brings the TV 'repeats'? . . . (They) stir themselves and go out to the movies, where they can see something moving on a screen and often in gorgeous color.

"Thus has the summer reclaimed a vast audience for the movie theatres, many of whom will find the big screen an exciting experience and return occasionally after the leaves have fallen. Better movies beget bigger audiences, and bigger audiences beget even better movies. The pyramiding of these factors has resulted in excellent picture programming all through summer." And Emerling proceeds to name a long list of big attractions which will be available in the coming months.

O'Brien Scores

(Continued from page 1)

of NATKE, challenged employers to follow the example of the railway industry in allowing an independent inquiry into what he called "the injustice of the share-out that is going on." There is still plenty of money in the entertainment industry, he said, yet while some people are taking home between £60 ($168 and £70 ($196) a week many workers were paid at rates below subsistance level.

"An industry that cannot afford to pay a living wage ought not to exist," he said. "It should either be obliterated or taken over by those who could run it better."

The conference then passed a resolution calling for an extension of the powers of the Government's National Film Finance Corporation or for other methods to enable the State to acquire a circuit equal in size and booking power to any of the present main circuits.

The new wage agreement between NATKE and the CEA provides for increases from five shillings to twelve shillings a week; male attendants will now work 44 instead of 46 hours weekly and projectionists 43 instead of 44.

Exhibitors will ratify this agreement at their annual convention which takes place at Folkestone, May 30 to June 1.

Who's Where

Hubert Federspiel, a leading Costa Rican businessman and stockholder in Televisora de Costa Rica, the country's first TV station which began broadcasting last week, was elected president of the Central American Television network when the CATVN held its first board of directors meeting in San Jose. Other officers elected were **Miguel Brooks** of KRTG-TV, Honduras, vice-president; **Simon B. Siegel**, financial vice-president of AB-PT, Inc., treasurer; **William Klein**, AB-PT attorney, secretary, and **John H. Mitchell**, formerly vice-president of KGO-TV and KGO Radio, San Francisco.

☐

Howard A. Singer has been named assistant to **Oliver A. Unger**, president of National Telefilm Associates, Inc. Singer joined NTA in April 1959 as assistant general attorney, the position he held prior to his promotion to assistant to the president.

☐

The appointment of **Hal Golden**, as vice-president, director of sales, has been announced by **David V. Sutton**, vice-president in charge, WCA-TV Film Syndication. Golden, who has been supervisor of station sales in the company's Chicago office, will headquarter in New York.

☐

The National Association of Broadcasters has retained **Whitney North Seymour**, New York attorney, as special counsel to represent the Association in testimony on the bill which would grant free broadcast time to presidential candidates (S 3171). The NAB is opposed to this measure on both a legal and philosophical basis.

☐

Berton Schneider has been appointed director of business affairs of Screen Gems, Inc., it was announced by **Jerome Hyams**, vice-president and general manager of the Columbia Pictures TV subsidiary. Schneider has been assistant to Hyams since last October.

☐

Irving Gitlin, producer and executive in the field of broadcast news and public affairs, has been named executive producer, creative projects, NBC News and Public Affairs, it was announced by **William R. McAndrew**, vice-president, NBC News.

☐

J. H. Gainey, formerly midwestern regional sales manager for the TV film division of Paramount Pictures, has joined Cox & Jackson Advertising Agency at Charlotte, N.C., as an account executive.

HUGO A. CASOLARO MARTIN GOTTLIEB
C and G film effects, inc.
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

PEOPLE

Donald Hicks, formerly Paramount branch manager in Cincinnati, has taken over new duties as head of the company's Pittsburgh office. **William A. Meyer,** who was sales manager in Cincinnati under **Hicks,** has taken over the post of branch manager there.

□

John N. Thomas, manager of the downtown Empress Theatre in Jacksonville, a veteran of 45 years in the industry, has retired. He has managed houses of Florida State Theatres since the mid-twenties.

□

Rufus H. Shepherd, formerly manager of the Ford Auditorium, Detroit, has been named special events director for United Detroit Theatres. As his first assignment he will handle group sales for the Michigan premiere engagement of "Can-Can," starting June 2 at the Madison Theatre.

□

Paul Stephens, former booker for Columbia Pictures in Atlanta, has been named head booker for Capital Releasing Corp. there.

□

Mrs. Margaret Ayotte is the new contract clerk at the M-G-M branch in Minneapolis. She is a former theatre owner and operator in Wisconsin.

□

Billy Dickett, well known on Film Row in Dallas for 36 years, has been named managing director of the Fine Arts Theatre, unit of the Trans Texas Theatre Circuit.

□

Donna Larsen, cashier in the Minneapolis branch office of M-G-M, has been elected president of the company's Pep Club. Other officers are: **Janet Kruger,** secretary, and **Gloria Hatling,** treasurer. Both are bookers' clerks.

Legion Study Lauds Industry

(*Continued from page* 1)

acts of the few who commit indiscretions.

¶ It is unfair to attribute sins of an unrepresentative minority to the whole profession of picture-making.

¶ Industry members who attend church are considered a real asset to their communities.

¶ The small number who behave badly are censured as much by their Hollywood co-workers as by any other group.

¶ Leaders in Hollywood need our sympathetic support in their own efforts to maintain high standards.

On the basis of these points, McKneally said the major part of Hollywood should be commended and should assume the task of not allowing the small percentage mentioned as those committing indiscretions to blacken an entire industry.

The commander then pointed out that there should be an answer in more self-governing of itself by the industry.

As far as un-Americanism is concerned, McKneally said "the American Legion will continue to expose it wherever and whenever found."

Three Clergymen Participated

Among spiritual leaders praised for their assistance in his study of Hollywood were Rabbi Edgar Magnin, Rt. Reverend Francis Bloy and Dr. Forrest C. Weir.

McKneally made the Legion's position clear that it has no particular power to say "go" or "stay away from" any films, that it never authorizes picketing, which might be the prerogative of a particular Legion post; but it will do everything to "ventilate" the facts regarding particular motion pictures which may contain propaganda adverse to the American way of life, or may employ people regarded as having Communist party line affiliations.

McKneally stated further that Hollywood is the capital of the communications arts, and that it is reasonable to assume that Communist theories could infiltrate if creative talent, that are known disciplined Communists, are hired.

Questioned on whether a letter from "blacklisted" writers disavowing any connection with the Communist party would serve as an all-clear sign for re-employment in the industry insofar as the Legion was concerned, McKneally said such a letter is insufficient and that there would have to be evident demonstration.

Points to Industry's Invitation

The commander further pointed out that historically the Legion was invited by the industry itself after the major companies signed the "Waldorf Declaration" to join in its fight to rescue the industry.

The Legion, comprised of 3,000,000 members attached to 17,000 local posts, "is a watchdog over anything. It is a citizens' organization and not military," he concluded.

McKneally will go to Berlin in October in connection with Radio Free Europe and the Crusade for Freedom. His plans for going to Russia have been altered since President Eisenhower's visit was denied.

Services Held for William Barnett, 64

Funeral services were held here Sunday for William Barnett, 64, president of Barnett International Forwarders, Inc., shipping agents and custom brokers. He died Friday at Lenox Hill Hospital.

A member of the Motion Picture Pioneers and B'nai B'rith, he is survived by his wife, and two sons, Norman and Alan.

Valiant 'Disturbed Allied, MGM Disp

An official denial was issu yesterday by executives of Films that the company is in involved in the dispute betwee and Allied States Assn. over lease policy for "Ben-Hur."

In a bulletin issued at the the emergency defense comm Allied suggested that exhib some cities, "provoked" by that "Ben-Hur" is not bein available in 35mm as ye "ganging up" to exploit "Th and the Cross," a Valiant F lease. EDC said exhibitors we ing "Sword" and using ad illu similar to those for "Ben-Hur taliation" against MGM.

In a statement issued here day, Fred Schwartz and Arth son, president and general sa ager, respectively, of Valiant were "deeply disturbed" by tions that 'The Sword and th is not being booked on merits." This is both "unfair a aging," they said, "to a film enjoyed terrific grosses and public acceptance through country."

Chariot Scene a 'Highlig

The statement added: "Nei sales or advertising departme made any effort to be compet at no time have we labelled a 'junior Ben-Hur.' Further no instances have we been i in, or cognizant of, a place our ads alongside 'a modest ad' for the purpose of oversh it. The advertising campaign i ful visualization of the ad that occur in the film. Cons one of the highlights of the fi chariot scene."

Schwartz and Sachson saic they do not intend to elimin art from the ads.

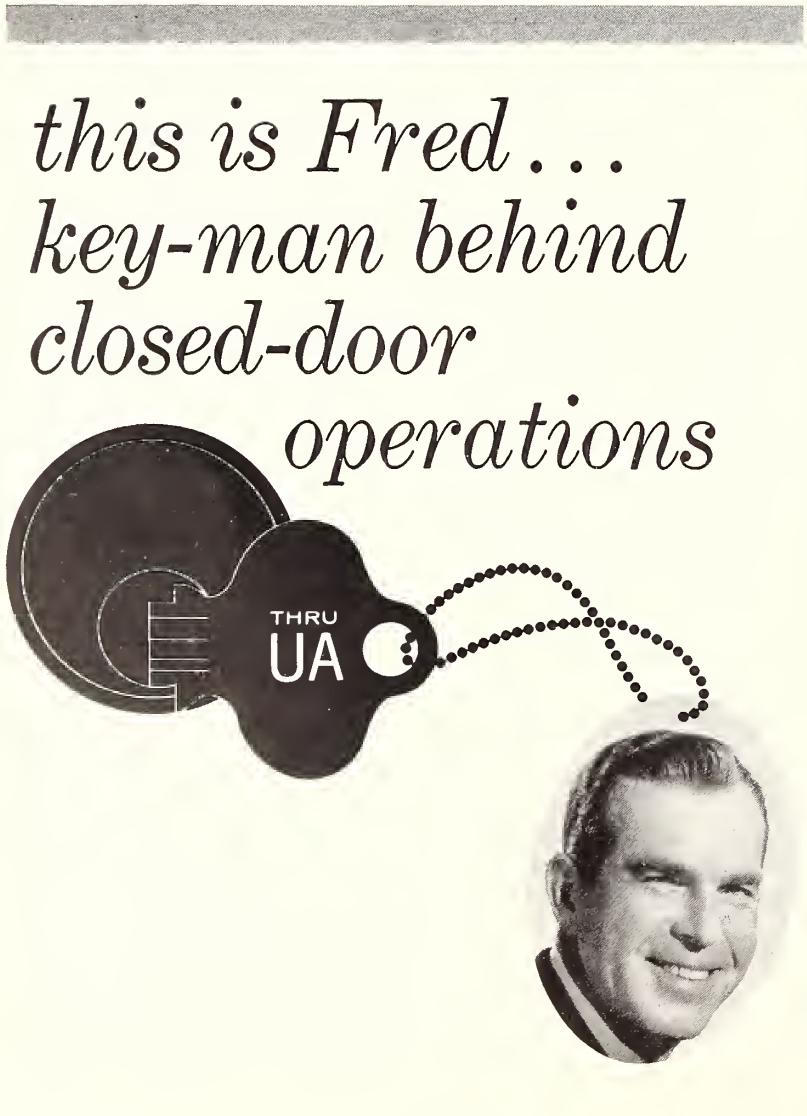
Jessel on Promoti Of 'Hercules Uncha

George Jessel has been a special world-wide emissary fo E. Levine's "Hercules Unc His initial duties will take more than 40 key cities th this country and Canada on tional activities in behalf of

Later this summer Jessel European capitals during the ment of the Warner Bros. abroad.

GA&F Hearing T

WASHINGTON, May 23.- ing will be held tomorrow House Commerce and Fina committee on bills to permit to American investors of gov held stock in General Ani Film. The government's c that GAF was an enemy-ow during World War II is in l If the company were sold citizens pursuant to this prop proceeds would be placed i pending the outcome of the l



ll
News
hat
ews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 101 NEW YORK, U.S.A., WEDNESDAY, MAY 25, 1960 TEN CENTS

)RIAL

ican Legion
J. S. Films

win Kane

ıerican Legion's viewpoint
ion pictures, as enunciated
onal commander Martin B.
at a press conference in
on Monday, was hearten-
any responsible executives
the industry.

lly told reporters that he
to the conclusion after
udy of the views and opi-
iritual leaders in the Holly-
that only a small segment
duction community was re-
or the bulk of the criticism
gainst it. He added that
ed self-regulation could
many of the difficulties
front the industry and de-
the Legion does not wish
notion pictures but does in-
ıform its members of the
films and, where it be-
be advisable, the identity
ho contribute to their mak-

•

lly's attitude was widely
d in the industry yesterday
oth restrained and fair.

pe was expressed that the
mmander's statement would
circulated and that the
own organ, the American
agazine, will accord it due

er is regarded as important
ven as McKneally spoke in
, veterans' organizations in
were revealed to have
esolutions implicitly threat-
ycotts and other action
ns on which anyone with a
d of communist affiliation
associated.

McKneally disavowed re-
for the actions of indivi-
on Posts his words would
ake it plain that the Legion's
lm policy is to inform, not

• •

peed Ahead!

vine called the trade press
ank offices high up in the
& Life Building in Rocke-
ter the other day to tell
ut his most expensive cam-
all—$1,250,000 minimum to

ontinued on page 2)

Budget Unit Contends Savarese Bill Revenue Wouldn't Meet Censor Costs

Special to THE DAILY

ALBANY, N.Y., May 24.—As the implications of Governor Nelson Rockefeller's unusual message accompanying his veto of the Savarese film license fees bill continue to be studied in trade circles, word comes that Budget Division figures estimate the annual cost of operating the Motion Picture Division of the State Education Department at around $200,000, while the potential yield under terms of the measure

(*Continued on page 7*)

Quigley Heads Judges For V.C. Heart Award

Martin Quigley, Jr., editor of *Motion Picture Herald*, will serve as chairman of a group of five trade paper editors and publishers, who will judge the Heart Awards competition at the annual convention of the Variety Clubs International in Toronto next week. The judging will take place on Friday, June 3, according to Nate Golden, Variety Heart chairman.

Martin Quigley, Jr.

The Heart group chooses the Variety tent judged to have performed the best program in helping children. Serving with Quigley will be Charles Alicoate, *Film Daily;* Hye Bossin, *Canadian Film Weekly;* Jay Emanuel, *Motion Picture Exhibitor;* and Ben Shylen, *Box Office*. Golden said two others will attend if their schedules

(*Continued on page 2*)

Film Council Again Will Fight 'Runaway' Filming

From THE DAILY Bureau

HOLLYWOOD, May 24. — The Hollywood AFL Film Council today voted to reactivate its campaign against "runaway" foreign production of motion pictures and appointed H. O'Neil Shanks, executive secretary of

(*Continued on page 7*)

Minimum Wage Hearing Put Off Until Tomorrow

From THE DAILY Bureau

WASHINGTON, May 24. — The Senate committee's scheduled meeting on the minimum wage proposals was cancelled when Sen. Dirksen (R., Ill.) objected to having the group meet while the Senate is in session. An-

(*Continued on page 7*)

***TELEVISION TODAY*—page 6**

REVIEW:

Strangers When We Meet

Bryna-Quine Prod.—Columbia—CinemaScope

THE STORY OF an adulterous affair between a man and a woman living as neighbors in a plush suburb of a California city is told at great length and with much earnestness by producer-director Richard Quine in "Strangers When We Meet."

Some strong selling points are at work for this picture, most important of which is the casting of Kirk Douglas and Kim Novak in the pivotal roles. The story comes from a recent novel by Evan Hunter which enjoyed some success, and the author has written the screenplay himself. The whole production has a polished look and is considerably enhanced by CinemaScope photography of California locations—roadsides, hilltops, and beaches—in tastefully subdued Eastman color.

Douglas is cast as an architect, married to Barbara Rush and father

(*Continued on page 7*)

Unlicensed

Hit Community Antenna Use of Films on Air

May Ask Courts to Say If Programs 'Appropriated'

From THE DAILY Bureau

WASHINGTON, May 24.—Motion picture companies are considering the advisability of instituting law suits against community antenna television systems that are known to take telecasts of feature films off the air and service them to their subscribers without authorization.

Such actions, if brought, would be based on allegations of copyright violations and would be injunctive in nature, although some reportedly would seek damages. Attorneys here pointed out that the production-distribution

(*Continued on page 3*)

D. of J. Says Para. Bid Policy on 2 Is Legal

From THE DAILY Bureau

WASHINGTON, May 24.—Replying to exhibitor criticism of Paramount's procedure in requesting competitive bidding on Alfred Hitchcock's "Psycho" and Jerry Lewis's "Bell Boy," the Anti-Trust Division of the Department of Justice has pointed out that there is no requirement in the

(*Continued on page 7*)

20th-Fox 'Holders Meet July 6 on Studio Sale

A special meeting of 20th Century-Fox stockholders has been scheduled for July 6 at the home office to vote on the sale of the Beverly Hills studio property to the Kratter Corp. of this city for $43,000,000.

As announced last week, Kratter took over the purchase agreement from a Webb & Knapp subsidiary and plans to proceed with the projected development of "Century City" on the 166-acre tract, if the sale of the property is approved by 20th-Fox stockholders. The agreement includes a lease by Fox on the studio facilities.

PERSONAL MENTION

ROBERT SHAPIRO, managing director of the Broadway Paramount Theatre, will leave here today with Mrs. Shapiro for Lakeland, Fla., to attend the graduation of their son, Michael, from Florida Southern College.

•

Murray Silverstone, president of 20th Century-Fox International Corp., returned to New York aboard the "Queen Elizabeth" yesterday from Europe.

•

Americo Aboaf, foreign general manager of Universal Pictures and vice-president of Universal-International Films, has returned to New York from Europe and the Far East.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, accompanied by his associates, Bernard Levy and Al Sicignano, have left New York for visits to upstate theatres of AB-PT.

•

Lawrence E. Tryon, treasurer of Walt Disney Productions, and Ned Clarke, Buena Vista foreign sales manager, have arrived in New York, the former from Hollywood, the latter from London and Paris.

•

Robert S. Ferguson, Columbia Pictures national director of advertising-publicity, will arrive in New York today from the Coast.

•

Howard Minsky, assistant to George Weltner, Paramount vice-president in charge of world sales, will leave New York today for Sarasota, Fla. He will return here on Thursday.

•

Walter Reade, Jr., president of Walter Reade, Inc., and chairman of the board of Continental Distributing, Inc., will return to New York today from Europe.

gems of showmanship!...

SPECIAL TRAILERS

by national screen service

Heart Award

(Continued from page 1)

permit; Bill Wilkerson, *Hollywood Reporter*, and Sol Taishoff, *Broadcasting Magazine*.

The winning tent will receive the Heart Award at the banquet on Saturday night, June 4, which will bring the five-day convention to a close. The 33rd annual convention is expected to attract between 800 and 1,000 members of the Canadian city.

20th-Fox Wins Suit in Pa. 'Barbarian' Bid

Special to THE DAILY

WASHINGTON, Pa., May 24.—A jury in Washington County Court of Common Pleas has returned a verdict in favor of 20th Century-Fox in a suit brought by that company against Basle Theatres, Inc., of Washington, Pa., for its refusal to honor its competitive bid on the picture "The Barbarian and the Geisha."

George Basle, operator of the Basle Theatre, had submitted the winning bid on the picture with a $2,000 guarantee and then refused to date the picture or pay the guarantee, Fox charged. Basle contended he did not have to go through with his bid when Fox declined to book the picture day and date with its first Pittsburgh run so Basle could enjoy his "territorial release" availability.

'Exodus' Advance Here Reaches $324,896

Advance ticket sale for the world premiere engagement of Otto Preminger's "Exodus" at the Warner Theatre here has now reached an all-time high of $324,896, representing 108 fully-sold performances, according to William J. Heineman, United Artists vice-president. The boxoffice activity is taking place six months before the film's opening on Dec. 15, 1960, and the total covers sold-out performances through the end of April, 1961.

'U' Acquires Short

Universal - International has acquired for distribution from Jack H. Harris Productions the one-reel short subject in color titled "Virgin Island, U.S.A.," which Jack H. Harris filmed while on location at St. Croix in the Virgin Islands shooting "Dinosaurus," which is also being released by Universal.

'Boy' to Kingsley

Kingsley International has acquired "Paw, Boy of Two Worlds," an entry at the recent Cannes Film Festival, according to Edward L. Kingsley, president. The picture received the prize of the Catholic International Film Office.

Boat As Door Prize For V.C. Convention

A 16-foot boat valued at $1,200 will be won by some lucky barker attending the Variety Club Convention starting June 1 in Toronto. General chairman Jack Fitzgibbons announced that the boat will be the grand door-prize. It was contributed by the Brunswick-Balke-Collender Company.

The boat will be on display during the five days the Variety Clubs International are meeting in the Royal York Hotel. Barkers who have not yet registered are urged to do so through the convention chairmen of their own tents.

Star Tours for 'Ruth' Prove Best Yet for Fox

The star tour program for "The Story of Ruth" is proving the most successful of its type in the history of 20th Century-Fox, Rodney Bush, exploitation director, said yesterday. More publicity space has been secured by the campaign than that for any other picture to date, he added.

Three of the principal actors and producer Samuel Engel are taking part in the tours, visiting exchange and key cities. In several instances all four will have visited the same city.

Touring in addition to Engel are Ziva Rodann, Stuart Whitman, and Elana Eden.

'Crack' Big in Boston

Darryl F. Zanuck's "Crack in the Mirror," playing at Ben Sack's Capri Theatre in Boston, was the biggest grosser in that city over the weekend, 20th-Fox reported. It did $5,735 for Friday, Saturday and Sunday, and the theatre management reported that female patrons out-numbered men two-to-one at all shows.

Morris Schwartz, at 100

CHICAGO, May 24. – Morris Schwartz, retired president of Schwartz Films, Inc., distributors, died here at the age of 100. He was also a veteran operator of theatres on Chicago's southside during the silent films era.

'Windjammer' to A.C.

ATLANTIC CITY, N. J., May 24. —"Windjammer," the Cinemiracle production, will open July 25 at the Warren Theatre here. The boardwalk theatre is operated by George Hamid Enterprises.

MGM Dividend Declared

A quarterly dividend of 30c per share, payable July 15 to stockholders of record on June 17, was declared yesterday by the board of directors of Metro-Goldwyn-Mayer.

E D I T O R I

(Continued from page 1

promote his forthcoming "I Unchained."

Details that cast light on penditure include a $25,00 book which, wonder of wond be in exhibitor hands long be print reaches them, and a sel 24-sheets available to all wh Levine's Embassy Pictures t be posted.

There were those in the who had feared that Levine thinking of making a retreat pattern of his earlier millio hard sell campaigns. He made that such is not the case. R ment may be tailored to othe ing, but it's wholly unsu Levine's.

Showmanship can be co concedes. But true showman is, his eye is on the superio

Reeves Sells 350,0 Shares of Cineram

Reeves Soundcraft Corp. 350,000 of the 453,441 share in Cinerama, Inc., to Nich sini, Cinerama president, for 000. Reisini, who is now Ci largest stockholder, said he for the shares over three yea International, Inc., film dis firm headed by Reisini, hol shares of Cinerama stock.

Hazard E. Reeves, presi Reeves Soundcraft, will r chairman and a director of C to devote his time to that and other interests. Reeves hol 133,000 shares of Cinerama s sonally and Reeves Sound Stu other company he owns, hol 20,000 shares of Cinerama.

The finest carbons ever made.

NATIONA
TRADE-MARK

PROJECTO CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under tbe act of March 3. 1879. Subscrintion rates per year, $6 in the Americas and $12 foreign. Single co

ENT TALK

riety Club News

ON—A full quota of mem-
the Variety Club of New Eng-
t for luncheon at the Hotel
Hilton. After discussing a pro-
et-plane trip to Europe for
s and their families, new mem-
re inducted. They included:
yce, district manager of In-
Theatres; Lloyd Clark, pres-
Middlesex Amusement Co.;
itzsimmons, publicist at War-
ave Fox, co-owner of Major
Equipment Co., and Joseph
of Theatre Merchandising Co.

e Unit Hears Pleas he Sale of GA&F

rom THE DAILY Bureau

HINGTON, May 24. — The
Commerce subcommittee re-
xtensive testimony concerning
troduced by Reps. O'Brien
) and Robison (R., N.Y.) to
he sale of General Aniline &
U.S. citizens, with the pro-
be placed in escrow pending
ome of current litigation. The
onsor testified in their favor,
he AFL-CIO.
Robison noted that the firm's
status bars the possibility of
.
mmittee Chairman Peter
D., Ill.) asked questions of
roperty Administrator Dallas
d which, in effect, sought
f a rumored out-of-court set-
of questions concerning own-
f GAF.
send flatly stated that in no
uld he condone a negotiated
GAF. He also said that the
Department would not initiate
tlement with the allegedly
terests that claim ownership
irm. He said the Swiss must
firm and acceptable proposi-
the department before any
ation will be given to settle-
d added that this had not yet
ne.

Protect U.S. Stockholders

ceptable proposition, accord-
Townsend, must take care of
roximately 1,800 U.S. citizens
n GAF stock. He noted that
iss would not necessarily be
to divest themselves of pre-
ldings. He also asserted that
ld not count on any advance
nt on the way in which the
ssets might be split up, since
ld be at the discretion of the
Department.
y case, it is believed that it
ake at least one year after an
nt was reached before any
stock could be made to in-

subcommittee is expected to
executive session within two
and report favorably on the
asures. Chances are that it
t get through Congress this

Hit Community Antenna Use

(Continued from page 1)

companies' films that are being televised are licensed to TV stations for over-the-air showings in specified local areas only.

The community antenna systems which takes the films off the air almost uniformly are outside the licensed telecast areas and send the films to their subscribers over wires.

The attorneys pointed out that companies which have sold their film backlogs outright no longer are the owners of the copyright and, hence, probably are not concerned with the growing problem of the use of their old films by the unlicensed community antenna systems. However, those companies which have retained ownership of their films, such as M-G-M, Columbia and United Artists, and market them through subsidiaries or on a lease basis, have a greater stake in the use made of them following such transaction.

Apart from the film companies, it was reported, some TV stations in Utah already have instituted litigation against community antenna systems in the state, raising the question of the station's rights to their programs after they are on the air. While these are under study by some film companies, if the latter decided to bring suits they would involve entirely different legal questions. A principal one, it was said, would be the question whether a community antenna system, in taking a copyrighted motion picture off the air and making it available to subscribers from whom it exacts a fee, is guilty of appropriating a copyrighted property.

While film attorneys admitted the advisability of bringing suit has been under study for some time, there was no indication that action of that kind is imminent.

Also, in Los Angeles, National Telefilm Associates recently denied a specific report that it contemplated bringing suit against the Palm Springs, Cal., community antenna systems for relaying 20th Century-Fox films distributed by NTA to the system's subscribers without specific authorization.

New 1400-Car Drive-In Is Planned in Denver

Special to THE DAILY

DENVER, Colo., May 24.—Tom Smiley, general manager of Wolfberg Theatres, has announced plans for the erection of a new 1400-car capacity drive-in to be erected in the Northern section of Denver. The theatre, which would be the largest in the region, would call for an expenditure of $400,000 and will be equipped to handle 70mm wide screen projection.

Ground breaking is set for the next 30 days with completion scheduled by early fall. The Wolfberg Theatres operate the Compass Drive-Ins, all in the Denver area, which are comprised of the North, South, East, West, Valley and Monaco Drive-Ins.

'Ruth' Here June 16

20th Century-Fox's "The Story of Ruth" will have its New York premiere the evening of June 16 at the Paramount Theatre to benefit the Musicians Aid Society, Inc. The opening will coincide with 38 other charity bows in the U.S. and Canada in the period from June 13 to the end of the month.

New Cinerama Deal

The Palace Theatre, Milwaukee, has concluded a deal to play Cinerama films. The opening date of the first of the five completed productions will take place approximately July 15. The deal was arranged between Al Frank of the Palace, and B. G. Kranze of Cinerama, Inc.

R. P. Burns Dies at 69

CHICAGO, May 24. — Robert P. Burns, 69, chief sound engineer for Balaban & Katz, collapsed and died at the company's offices here. He had been with the circuit for 30 years.

Film Equip. Exports 9% Higher in Quarter

From THE DAILY Bureau

WASHINGTON, May 24.—U.S. exports of motion picture film and equipment for the first quarter of 1960 were 9.1 per cent higher than in the comparable period of 1959. Dollar-value was $11,488,251 compared with $10,530,814, according to preliminary figures released by Nathan D. Golden, motion picture head of the Department of Commerce.

First quarter's raw stock amounted to 182,241,353 linear feet valued at $4,935,231, compared with 161,628,574 linear feet valued at $4,085,789 for 1959's first three months. All categories of film, except 16mm positive film, showed increases. There was a drop in both the quantity and value of exposed 35mm and 16mm feature film exported in the first quarter of 1960 compared with the like period of 1959.

8mm Cameras a Factor

Total exports of all types of motion picture equipment, including cameras, projection and sound equipment, and studio equipment, during the first three months of this year, amounted to $4,018,726—or about 12 per cent higher than the comparable period last year. The gain was primarily due to the substantial increase in overseas sales of 8mm motion picture cameras. Although more motion picture projectors were exported during the first quarter, their value was slightly less than that of 1959's first quarter.

'Sons' to Stratford

Jerry Wald's production of "Sons and Lovers," a 20th-Fox release, will be shown in competition at the Stratford, Ontario, Film Festival on Aug. 27. The picture was also the official British entry at Cannes recently.

PEOPLE

Sanford Abrahams, Allied Artists advertising-publicity director, who is here from the Coast to work on the "Pay Or Die" premiere at the Warner Theatre tomorrow night, held open house for trade press representatives at the Hotel Edison yesterday. **Zohra Lampert,** featured in the film, was among the guests.

□

Mrs. Sally Kreger, of the Paramount Pictures medical department, has received the Award of Merit in Industrial Nursing from the Public Health Association of New York City for her "outstanding contributions to the field of nurse education over the past two years, in her capacity as chairman of the education committee of the Greater New York Association of Industrial Nurses."

□

Jack Beresin, former chief barker of Variety Clubs International and head of Berlo Vending, Philadelphia, has been named chairman of the entertainment division of the forthcoming United Fund campaign in that city.

□

Foster Hotard, branch manager of the Paramount exchange in Atlanta, has been transferred to the New Orleans branch as manager.

□

Edward Susse. M-G-M resident manager in Albany, N. Y., delivered an address to the members of the Cashiers Club of that city on "Motion Picture Distribution." A question-and-answer period followed.

□

J. Stanley McIntosh, executive director of Teaching Film Custodians, Inc., yesterday accepted the Freedom Foundation George Washington Honor Medal for the motion picture, "Land of Liberty (1939-1958) Part V." Presentation was made in the directors room of the New York Stock Exchange.

□

Lester H. Wurtele. branch manager for Columbia Pictures in Philadelphia, has been elected an honorary trustee of Congregation Rodeph Shalom at its 165th anniversary dinner in that city. The synagogue is the oldest Ashkenazic congregation in the Western Hemisphere.

Promote 'Interns' Now

Prior even to casting and production for the film version of "The Interns," a recently published novel by Richard Frede, promotion on it has begun. Both in New York and on the West Coast, extensive radio and television interviews are being held by Frede and Robert Cohn, who will produce the film as his initial independent production for Columbia release.

METRO-GOLDWYN-MAYER presents An ARTHUR FREED Production

BELLS ARE RINGING

starring

JUDY HOLLIDAY

THE HONORS

"Picture of th

— Good Hous

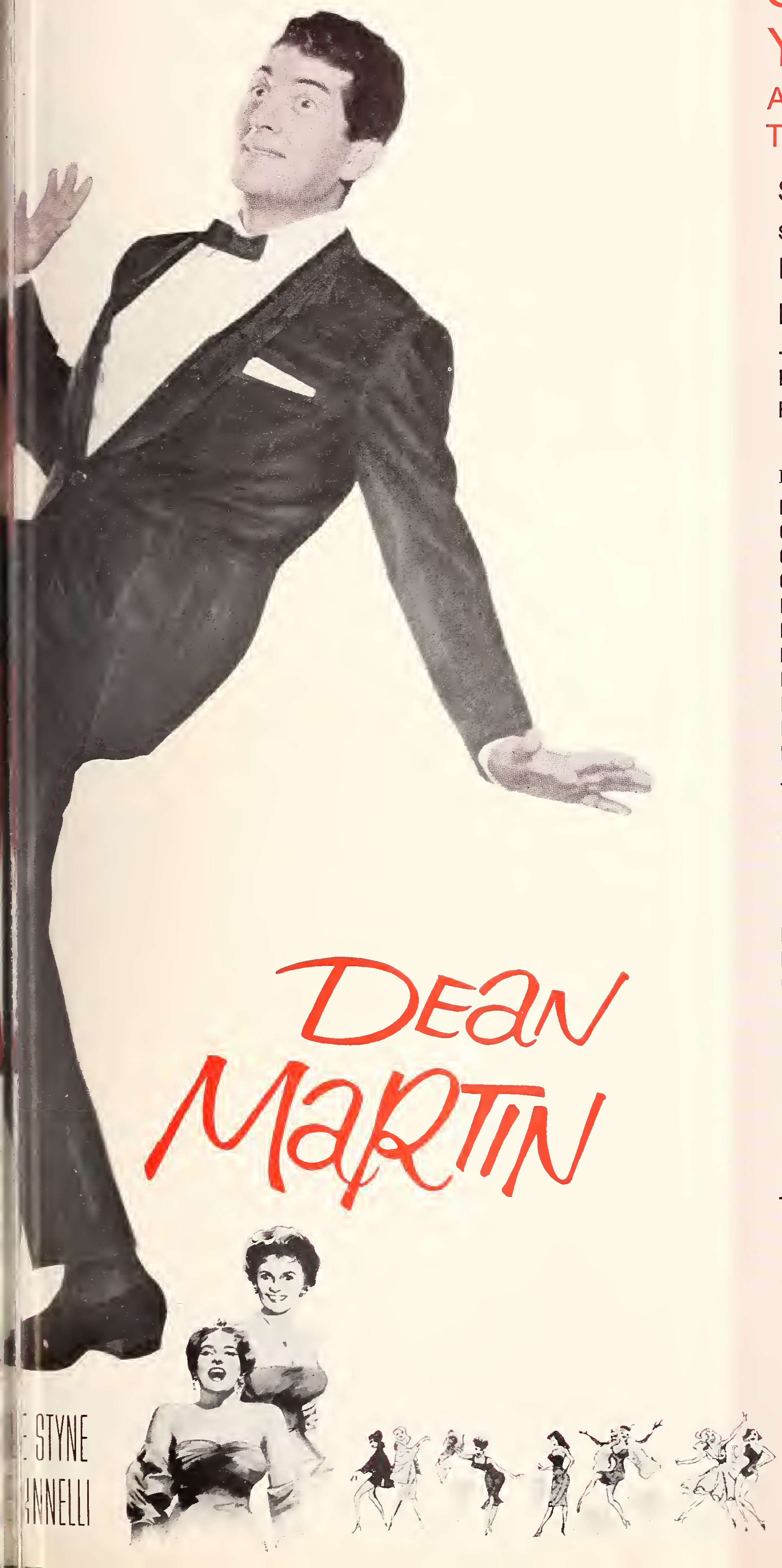
"Picture of th

— Seventeen

in CinemaScope and METROCOLOR

FRED CLARK With EDDIE FOY, JR. · JEAN STAPLETON · Screen Play and Lyrics by BETTY COMDEN and ADOL

Based On the Musical Play BELLS ARE RINGING · Book and Lyrics by BETTY COMDEN and ADOLPH GREEN · Music by JULE STYNE · AS PRESENTED ON THE STAGE BY THE THEATRE GUILD



SEE IT FOR YOURSELF

AT THE NATIONWIDE THEATRE PREVIEWS!

Selected by the nation's showplace Radio City Music Hall (N.Y.) for its prize July 4th offering

. . . AND NOW BOOKING EVERYWHERE FOR THAT HAPPY HOLIDAY TIME!

★

PREVIEWS IN THESE CITIES:

BUFFALO, N.Y.	Buffalo	5/27
CINCINNATI, O.	Albee	5/27
CLEVELAND, O.	State	6/17
CORAL GABLES, FLA.	Miracle	5/26
DALLAS, TEX.	Majestic	5/25
DENVER, COLO.	Orpheum	6/10
DES MOINES, IOWA	Des Moines	5/27
DETROIT, MICH.	Adams	6/22
HOLLYWOOD, CAL.	Pantages	6/3
HOUSTON, TEX.	State	5/26
INDIANAPOLIS, IND.	Loew's	6/15
JACKSONVILLE, FLA.	Florida	5/27
KANSAS CITY, MO.	Roxy	6/1
KANSAS CITY, KAN.	Electric	6/1
MEMPHIS, TENN.	State	6/1
MILWAUKEE, WIS.	Riverside	6/4
MINN'POLIS, MINN.	Orpheum	(to come)
NEW HAVEN, CONN.	College	6/1
NEW ORLEANS, LA.	State	5/29
OKLAHOMA CITY	Will Rogers	5/25
OMAHA, NEB.	State	5/26
PHILADELPHIA, PA.	City Line Ctr.	6/1
PORTLAND, ORE.	Broadway	6/12
ST. LOUIS, MO.	Esquire	5/29
SALT LAKE CITY, U.	Capitol	6/11
SEATTLE, WASH.	Music Box	5/29
S. FRANCISCO, CAL.	Warfield	6/1

And in Canada

TORONTO, ONT.	Eglinton	6/12

★

AT PRESS TIME!

Forecast of its sensational reception everywhere comes from the Previews which have already been held in these cities:

ALBANY · ATLANTA · BOSTON
CHARLOTTE · CHICAGO
NASHVILLE · PITTSBURGH
WASHINGTON, D. C.

★

Nominations for Emmy Awards Announced; Presentations Are Scheduled for June 20

Broadcast Slated on NBC-TC Network; Programs in 22 Categories Considered

Nominees for the 1959-60 Emmy Awards for outstanding achievement in the field of television have been announced by the National Academy of Television Arts and Sciences. Presentation of the awards will take place on Monday, June 20, to be broadcast over NBC-TV (10-11:30 P.M., EDT).

A complete list of the nominations in all award categories follows:

Outstanding Program Achievement in the Field of Humor (A regular program, a special program, or a series. Any length, live, tape or film.)—Art Carney Special—VIP—Dec. 4, 1959—NBC; Danny Thomas Show (Series)—CBS; Father Knows Best (Series) — CBS; Jack Benny Show (Series) — CBS; Red Skelton Show (Series) — CBS.

Outstanding Program Achievement in the Field of Drama (A regular program, a special program, or a series. Any length, live, tape or film.)—Ethan Frome—Dupont Show of the Month—Feb. 18, 1960—CBS; The Moon and Sixpence—Oct. 30, 1959—NBC; Playhouse 90 (Series)—CBS; The Turn of the Screw—Ford Startime—Oct. 20, 1959—NBC; The Untouchables (Series) —ABC.

Outstanding Program Achievement in the Field of Variety (A regular program, a special program, or a series. Any length, live, tape or film.)—Another Evening with Fred Astaire — Nov. 9, 1959—NBC; Dinah Shore Chevy Show (Series)—NBC; Fabulous Fifties—Jan. 31, 1960—CBS; Garry Moore Show (Series)—CBS; Tonight with Belafonte—Revlon Revue—Dec. 10, 1959—CBS.

Outstanding Program Achievement in the Field of News (A regular program, a special program, or a series. Any length, live, tape or film.)—Chet Huntley Reporting (Series) — NBC; Douglas Edwards with the News (Series)—CBS; The Texaco Huntley-Brinkley Report (Series)—NBC; Journey to Understanding (Series)—NBC; Khrushchev's arrival, appearance at National Press Club, speech to the nation—Sept. 15-27, 1959—Journey to Understanding — Pool coverage by NBC.

Outstanding Program Achievement in the Field of Public Affairs and Education (A regular program, a special program, or a series. Any length, live, tape or film.)—Meet the Press (Series) —NBC; The Population Explosion — CBS Reports—Nov. 11, 1959—CBS; Small World (Series)—CBS; Twentieth Century (Series)—CBS; Winter Olympics—CBS.

Outstanding Program Achievement in the Field of Children's Programming (A regular program, a special program, or a series. Any length, live, tape or film.)—Captain Kangaroo (Series)—CBS; Huckleberry Hound (Series)—Syndication; Lassie (Series)—CBS; Quick Draw McGraw (Series)—Syndication; Watch Mr. Wizard (Series)—NBC.

Outstanding Achievement in the Field of Music (A regular program, a special program, or a series. Any length, live, tape or film. Composing, arranging, conducting, etc.) — Bell Telephone Hour (Series — NBC; Green Pastures—Hallmark Hall of Fame—March 23, 1959—NBC; Leonard Bernstein and The New York Philharmonic (Series)—CBS; Music of Gershwin—Bell Telephone Hour—Nov. 20, 1959—NBC; Young People's Concerts—Leonard Bernstein (Series) — CBS.

Outstanding Single Performance by An Actor (Lead or support) (Single performance only. Any length, live, tape or film.)—Lee J. Cobb—Project Immortality—Playhouse 90—June 11, 1959 — CBS; Alec Guinness — The Wicked Scheme of Jebal Decks—Ford Startime—Nov. 10, 1959—NBC; Laurence Olivier—The Moon and Sixpence—Oct. 30, 1959—NBC.

Outstanding Single Performance by An Actress (Lead or support) (Single performance only. Any length, live, tape or film.)—Ingrid Bergman—The Turn of the Screw—Ford Startime — Oct. 20, 1959—NBC; Julie Harris — Ethan Frome—Dupont Show of the Month—Feb. 18, 1960—CBS; Theresa Wright—The Margaret Bourke-White Story—Breck Sunday Showcase—Jan. 3, 1960—NBC.

Outstanding Performance by An Actor in a Series (Lead or support) (Continued performance only. Any length, live, tape or film.)—Richard Boone—Have Gun, Will Travel—CBS; Raymond Burr—Perry Mason—CBS; Loretta Young—Loretta Young Show—ABC.

Outstanding Performance by An Actress in a Series (Lead or support) (Continued performance only. Any length, live, tape or film.)—Donna Reed—Donna Reed Show—ABC; Jane Wyatt—Father Knows Best—CBS; Loretta Young—Loretta Young Show—NBC.

Outstanding Performance in a Variety or Musical Program or Series (Regular or special. Any length, live, tape or film.)—Fred Astaire—Another Evening with Fred Astaire—Nov. 9, 1959—NBC; Harry Belafonte—Tonight with Belafonte—Revlon Revue—Dec. 10, 1959—CBS; Dinah Shore—Dinah Shore Chevy Show (Series)—NBC.

Outstanding Writing Achievement in Drama (Regular or special. Any length, live, tape or film.)—James Costigan, The Turn of the Screw—Oct. 20, 1959—Ford Startime, NBC; Loring Mandel, Project Immortality—June 11, 1959, Playhouse 90—CBS; Rod Serling, Twilight Zone—various episodes, Twilight Zone, CBS.

Outstanding Writing Achievement in Comedy (Regular or special. Any length, live, tape or film.)—Dorothy Cooper and Roswell Rogers, Various episodes, Father Knows Best, CBS; Sam Perrin, George Balzer, Al Gordon, and Hal Goldman, Jack Benny Show, CBS; Nat Hiken, Ballad of Louie the Louse, Oct. 17, 1959, CBS.

Outstanding Writing Achievement in the Documentary Field (Regular or special. Any length, live, tape or film.) —James Benjamin, From Kaiser to Fuehrer, April 5, 1959, 20th Century-Fox, CBS; Richard F. Hanser and Henry Salomon, Life in the Thirties, Oct. 16, 1959, Project 20, NBC; Howard K. Smith and Av Westin, The Population Explosion, Nov. 11, 1959, CBS Reports, CBS.

Outstanding Directorial Achievement in Drama (Regular or special. Any length, live, tape or film.) John Frankenheimer, The Turn of the Screw, Oct. 20, 1959, Ford Startime, NBC; Phil Karlson, The Untouchables, April 20 and 27, 1959, Westinghouse, Desilu Playhouse, CBS; Robert Mulligan, The Moon and Sixpence, Oct. 30. 1959, NBC.

Outstanding Directorial Achievement in Comedy (Regular or special.
any length, live, tape or fi
mour Berns, Red Skelton Sh
Sheldon Leonard, Danny
Show, CBS; Ralph Levy, Ja
Hour, specials, CBS.

**Outstanding Achievemen
Direction and Scenic Design**
or length program or series.
Lisanby, Garry Moore Sh
John J. Lloyd, Various epis
fred Hitchcock Presents, Cl
Smith, The Untouchables,
and 27, 1959, Westinghous
Playhouse, CBS.

**Outstanding Achievement
matography for Television**
or length filmed program o
William Margulies, The
Story, Aug. 20, 1959, Th
Years, NBC; Charles Strau
Untouchables, April 20 and
Westinghouse, Desilu Playho
Ralph Woolsey, Secret Islan
1959, 77 Sunset Strip, ABC

**Outstanding Achievement
tronic Camera Work** (Any
length program or series.)—
90 (Series), CBS; The Tu
Screw, Oct. 20, 1959, Ford
NBC; Winter Olympics, C

**Outstanding Achievement
Editing for Television** (An
length filmed program.)—D
res. The Patsy, Feb. 21, 196
Electric Theatre, CBS; Be
and Robert L. Swanson,
touchables, ABC; Edward
Man from the South, March
Alfred Hitchcock Presents,

**Outstanding Engineering
nical Achievement** (In p
sound, in development of
equipment, etc.)—The new
Electric supersensitive can
permitting colorcasting in
light than is needed for
white and The National Br
Company and the British Br
Corporation for the devel
the cable-film process spe
transmission of overseas eve

EAT LIKE A NORSE
NEW YORK'S MOST DISTINCTIVE
SCANDINAVIAN
RESTAURANT
SMÖRGÅSBORD
LUNCHEON • DINNER • SUPPER
EVERY DAY AND SUNDAY TOO!
Call Circle 6-6600
THE
SCANDIA
IN THE HOTEL PICCADILLY
45TH ST. WEST OF BROADWAY
HOME OF THE CIRCUS LOUNGE

Network Bill
Up 9% in Qua

Network television gross
ings in the first quarter of
9.8 per cent, the Televisio
of Advertising has report
billings for the three mon
were $171,842,575, compa
$156,519,428 in the like
1959.

In the month of March,
three TV networks had g
billings of $58,546,317, an
of 5.4 per cent over the
March, 1959, when billi
$55,558,741.

ABC Television in the fir
had gross time billings of
580, an increase of 22.3 per
the like period of 1959. C
vision billings were $70,46
6.4 per cent, while NBC
billings were $61,950,219, a
of 6.7 per cent for the thre

arese Bill

ontinued from page 1)
t be more than $170,000.
cting the legislation, which
to increase the fee for orig-
rom $3 to $4 for each 1,000
to decrease the fee for dup-
ts from $2 for each 1,000
.50 for the entire copy, Gov.
r wrote: "Approval of this
l result in a substantial loss
e to the state. Indeed, the
which the state would re-
ld not even suffice to cover
nistrative costs of the li-
nction."
ents, including industry or-
s filing supporting state-
briefs, had asserted enact-
he bill would still leave the
icture Division with a com-
inancial margin.

Estimates Vary

hest "loss" figure given was
to $210,000 in the Assem-
e preceding adoption by a
l majority. Another estimate
a minimum of $180,000.
Governor's message ob-
Since the average film is
tely 8,000 feet, the net re-
the average duplicate li-
would be from $16 to

ers of the Savarese Act ap-
ndercalculated the cost of
g the Motion Picture Divi-
budget appropriated $120,-
ivision salaries, during the
r 1960-61. However, other
broken down in the budget,
led by the Budget Division
y, were for maintenance and
payments to social security,
rement system and health
and estimated rent or quar-
ied by the division in New
These placed the final total
imately $200,000—"perhaps
ss or more, because most
increasing."

pponents See 'Profit'

es of the Savarese-Marchi
ontended that the state was
"profit" from the Motion
ivision operation; that "a li-
had become a tax." They
at with the growth of the
bookings technique, from
prints were being used sim-
y in New York; that the
usand-feet charge for prints
ically reviewed) was exces-
also depriving small thea-
of them marginal, from
ng in the benefits of the
booking technique. When
the print fee was set, in the original film licensing law of 1921, only one or two prints of a picture were used at the same time, according to the legislation's supporters.

While vetoing the bill, Gov. Rockefeller, wrote: "It is recognized that there should be a reexamination of the effect of the present fee on distribution of motion pictures. The budget and workload of the Division of Motion Pictures in the Education Department should be carefully reviewed by the Commissioner of Education and the Director of the Budget prior to the preparation of the proposed 1961-62 executive budget, with a view toward reduction of administrative costs, without adversely affecting the quality of the services performed by the Division of Motion Pictures."

"In addition," he concluded, "the motion picture industry and the Division of the Budget should further study the factors underlying this bill, so that an agreed solution may be achieved for effectuation on April 1, 1961, the effective date of the bill now before me."

The Governor thus seemed to indicate the industry's case for a lowered rate on prints had merit.

Strangers When We Meet

(CONTINUED FROM PAGE 1)

of two small sons. Miss Novak is a nearby neighbor wed to John Bryant and mother of a small boy. Douglas and Miss Novak are drawn to each other out of discontent with their respective spouses. Douglas feels Miss Rush does understand his creative impulses and is more interested in his becoming a man of wealth. Miss Novak, in turn, suffers from neglect by her husband.

It takes quite some time for Douglas to seduce the reluctant Miss Novak into an affair, but once he does the familiar pattern begins. There are the assignations in out-of-the-way restaurants; the kisses stolen in an isolated motel room; the intense quarrels and reconciliations. There is also the scene in which the wife of the adulterous husband unwittingly invites his mistress to a party at their home. There is the discovery of the affair by a nosey neighbor and eventually by the wronged wife herself. And, finally, there is the resolution in which the sinners part and return to their families.

All this has been put on the screen by Quine with much inventive detail in the direction. He has got the best possible performance out of Miss Novak and has encouraged Douglas to play with his customary intensity. Ernie Kovacs is amusing as an eccentric writer for whom Douglas designs a house, and Miss Rush does as well as she can in the ill-defined role of the deceived wife. Walter Matthau is the inquisitive neighbor who discovers the affair, and other roles are played by Virginia Bruce, Kent Smith, and Helen Gallagher. Everyone works very hard.

Is "Strangers When We Meet" genuine drama or soap opera? Opinions will vary but it seems safe to predict that the average movie fan will be sufficiently bemused by the glamour of Miss Novak and Douglas.

There will also be a good deal of interest in a stunning modern mansion constructed on a two-acre knoll overlooking the Pacific that plays an important role in the picture (it is the one Douglas designs for Kovacs.) The house is real and was erected at the same time the picture was being shot. At the end of the film the audience sees it in finished form, for the lovers say their final, bittersweet farewells within its doors.

Running time, 117 minutes. Release, in July.

Richard Gertner

Minimum Wage Bill

(*Continued from page* 1)

other meeting has been set for Thursday.

The House labor standards subcommittee engaged in general discussion of the minimum wage proposals, but it is understood to have taken no definite action.

Sen. Winston Prouty (R., Vt.) announced that he will propose a change in the minimum wage bill which will authorize the Secretary of Labor to require payment of overtime rates and minimum wages not paid in compliance with the law. At present, the Secretary can do this only when an employee asks him to take court action.

Paramount Bid

(*Continued from page* 1)

Paramount case judgment which compels a distributor to screen a picture before soliciting bids on it.

Paramount, meanwhile, has explained that the absence of screenings of "Psycho" is a basic part of its promotion campaign for the picture, designed to arouse maximum curiosity and anticipation in the public mind and, in so doing, enriching the exhibitor's coffers.

In the case of "Bell Boy," the picture was in production at the time of the Hollywood Screen Actors Guild strike and experienced delays. It is still being edited and no finished print is available but exhibitors who are interested are being given the opportunity to bid on it.

In commenting on the situation, Justice observed that regardless of the sales procedure not being prohibited by the Paramount decree, there can be no discrimination practiced against any exhibitor, so that if it is offered for bidding to some exhibitors without being screened, it must be offered to competing exhibitors in the same way.

Film Council

(*Continued from page* 1)

the Screen Extras Guild, to be chairman of its foreign film production committee which will direct the drive "to keep in America the production of those pictures that should be made in America."

"The Hollywood AFL Film Council always has recognized there are legitimate reasons for making some American motion pictures abroad," said Shanks, and added:

"But it appears there is now a determination on the part of some major studios and independent producers to cheat on American wage scales, pension and welfare plans and the American standard of living, by making in foreign countries many pictures that should be made in the United States.

TV Members of WGA Study Producers' Offer

From THE DAILY Bureau

HOLLYWOOD, May 24. – The Alliance of TV Film Producers and the Association of Motion Picture Producers made its first formal proposal today on a new contract to the television branch of the Writers Guild of America for presentation at the membership meeting of the guild which is a continuation of the meeting held here last Thursday night.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

ales
Offices
and
houses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

1355 Conant Street
Dallas 7, Texas

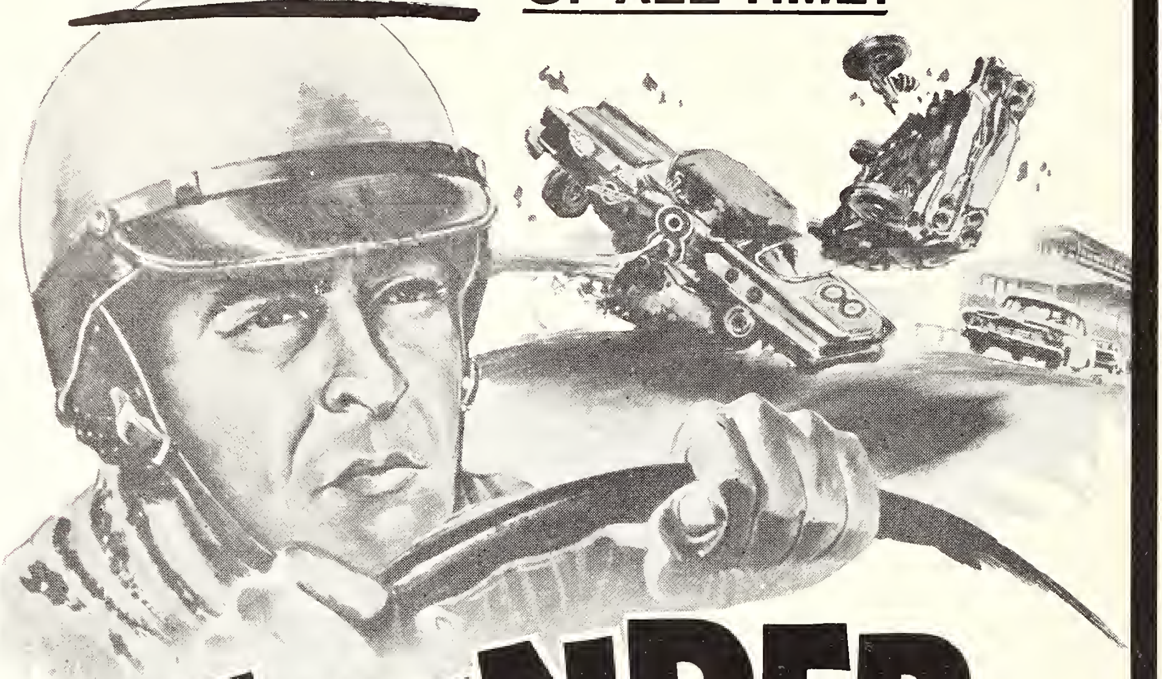
1925 Blake St.
Denver 2, Colo.

Quality
photographic materials . . .
backed by more than half
a century of experience.

GEVAERT

THE GEVAERT COMPANY
OF AMERICA, INC.

GREATEST PICTURE OF ITS KIND! SATURATION BOOKING OF ALL TIME!



THUNDER IN CAROLINA

IN COLOR

FILMED ON THE SPOT AT THE GREAT "SOUTHERN 500"

STARRING

RORY CALHOUN

co-starring

ALAN HALE · CONNIE HINES · JOHN GENTRY

Produced by J. Francis White · Directed by Paul Helmick · Written by Alexander Richards

Released by Howco International · **WIDE SCREEN** · A Darlington Films production

HE HAD A WAY WITH CARS AND WOMEN!

NATIONAL RELEASE JULY 15

OPENING IN 100 THEATRES DAY AND DATE STARTING JUNE 7

AIKEN, S. C.
Patricia
ALBEMARLE, N. C.
Stanley
ANDERSON, S. C.
Osteen
ASHEBORO, N. C.
Sunset
ASHEVILLE, N. C.
Imperial
BEAUFORT, N. C.
Beaufort
BELTON, S. C.
Joy
BENNETTSVILLE, S. C.
Bonds
BISHOPVILLE, S. C.
Andrews
BREVARD, N. C.
Co-Ed
BURLINGTON, N. C.
Paramount
CAMDEN, S. C.
Little
CHAPEL HILL, N. C.
Carolina
CHARLESTON, S. C.
Riviera
CHARLOTTE, N. C.
Carolina
CHESTER, S. C.
Chester
CLEMSON, S. C.
Clemson
CLINTON, N. C.
Austin
COLUMBIA, S. C.
Palmetto
CONCORD, N. C.
Willis Drive-In
CONWAY, S. C.
Carolina
DARLINGTON, S. C.
Darlington
DILLON, S. C.
301 Drive-In
DUNN, N. C.
Dunn
DURHAM, N. C.
Criterion
ELIZABETH CITY, N. C.
Center
ELKIN, N. C.
Reeves
FAYETTEVILLE, N. C.
Colony
FLORENCE, S. C.
Carolina
FLORENCE, S. C.
Colonial
FT. MILL, S. C.
Center
GAFFNEY, S. C.
Cherokee
GASTONIA, N. C.
Diane Drive-In
GOLDSBORO, N. C.
Paramount
GREAT FALLS, S. C.
Falls
GREER, S. C.
Greer Drive-In
GREENSBORO, N. C.
Carolina
GREENVILLE, N. C.
Pitt
GREENVILLE, S. C.
Fox
GREENWOOD, S. C.
Highway 25 Drive-In
HARTSVILLE, S. C.
Berry
HEMINGWAY, S. C.
Anderson
HENDERSON, N. C.
Embassy
HENDERSONVILLE, N. C.
Carolina
HICKORY, N. C.
Center
HIGH POINT, N. C.
Center
JACKSONVILLE, N. C.
Iwo Jima
KANNAPOLIS, N. C.
Park In
KERSHAW, S. C.
Center
KINGS MOUNTAIN, N. C.
Joy
KINGSTREE, S. C.
Anderson
KINSTON, N. C.
Paramount
LAKE CITY, S. C.
Propst
LANCASTER, S. C.
Midway
LAURENS, S. C.
Capitol
LAURINBURG, N. C.
Gibson
LENOIR, N. C.
Center
LEXINGTON, N. C.
Carolina
LINCOLNTON, N. C.
Century
LUMBERTON, N. C.
Carolina
MARION, S. C.
Marion
MONROE, N. C.
New Super Drive-In
MOORESVILLE, N. C.
State
MOREHEAD CITY, N. C.
City
MORGANTON, N. C.
Mimosa
MT. AIRY, N. C.
Earl
MT. HOLLY, N. C.
Gaston
MULLINS, S. C.
Anderson
MYRTLE BEACH, N. C.
Riviera
NEW BERN, N. C.
Kehoe
NEWTON, N. C.
State
NORTH WILKESBORO, N. C.
Liberty
OCEAN DRIVE, S. C.
Ocean Drive
ORANGEBURG, S. C.
Edisto
PILOT MOUNTAIN, N. C.
Pilot Drive-In
RALEIGH, N. C.
Village
REIDSVILLE, N. C.
Rockingham
ROCK HILL, S. C.
Stevenson
ROCKINGHAM, N. C.
Richmond
ROCKY MOUNT, N. C.
Cameo
SALISBURY, N. C.
Capitol
SANFORD, N. C.
Temple
SHELBY, N. C.
State
SOUTHERN PINES, N. C.
Sunrise
SPARTANBURG, S. C.
Carolina
STATESVILLE, N. C.
Villa Heights Drive-In
SUMTER, S. C.
Sumter
TABOR CITY, N. C.
Ritz
TAYLORSVILLE, N. C.
Main
TROY, N. C.
Biscoe Troy Drive-In
TRYON, N. C.
Tryon
UNION, S. C.
Duncan
WADESBORO, N. C.
Ansonia
WASHINGTON, N. C.
Turnage
WAYNESVILLE, N. C.
Strand
WHITEVILLE, N. C.
Columbus
WILMINGTON, N. C.
Manor
WILSON, N. C.
Wilson
WINSTON SALEM, N. C.
Flamingo Drive-In
YADKINVILLE, N. C.
Drive-In

All
News That
News

MOTION PICTURE DAILY

Concise and to the Point

, NO. 102 NEW YORK, U.S.A., THURSDAY, MAY 26, 1960 TEN CENTS

ndment Ready

lease Likely r Theatres Wage Bill

velt to Move Tues. omplete Exemption

By E. H. KAHN

HINGTON, May 25. — Rep. oosevelt (D., Calif.) today told PICTURE DAILY that on he will propose amendment far-reaching minimum wage will continue the exemption otion picture theatre employes e Federal wage-hour law. He hat he has no doubt that the ee will accept this amend-

House labor standards subcom- failed to reach agreement to- any proposal to amend the aw. Subcommittee chairman n (D., Ga.) is scheduled to the status of the measure be- e full labor committee on y.

rsified' Campaign d for 'Murder, Inc.'

most diversified campaign in tory." That is the way 20th -Fox vice-president, Charles characterized the elaborate merchandising program un- for "Murder, Inc.," 20th's release. He outlined the cam- y announcing that the various ents of the promotion-adver- radio-TV, newspaper and e publicity, etc.—would be de-

(Continued on page 6)

e Is High Detroit k Firm to Reopen

Special to THE DAILY

ROIT, May 25.—There is good to hope that Film Truck Serv- e half-century old firm that dlocked recently for taxes by ernal Revenue Department, will k into business, according to ladys Pike, president.

explained that while the record

(Continued on page 6)

Censorship and Taxing of Theatres Showmen's Battle, Says McCarthy

Special to THE DAILY

PITTSBURGH, May 25.—Threats of increased state censorship and the inclusion of theatre employees in the Federal wage-hour laws call for redoubled exhibitor opposition, it was declared here today by Charles E. McCarthy, executive secretary of COMPO.

Charles McCarthy

McCarthy was one of the speakers at the annual meeting of the Allied MPTO of Western Pennsylvania at the Penn Sheraton Hotel. The session preceded a meeting tomorrow of all Western Pennsylvania exhibitors, to be held at the invitation of COMPO to hear and consider a presentation by Ben Marcus of Milwaukee of an area merchandising plan for motion pictures.

Citing as an example the passage last year by the Pennsylvania legislature of a drastic censorship law, McCarthy told the assembled exhibitors that the industry could expect other censorship legislation to be introduced next winter when legislatures of nearly all of the country's 50 states will convene. He emphasized that bills introduced into various state legislatures in the last year or two

(Continued on page 6)

Use TV Against Itself: Levine

Special to THE DAILY

MANCHESTER, England, May 25. —Joseph E. Levine, president of Embassy Pictures, told a conclave of 200 British theatre managers today that "the only way to meet the competition of television was by utilizing television itself."

Levine, currently on a tour of key

(Continued on page 6)

Hammer to Increase Output for Columbia

From THE DAILY Bureau

LONDON, May 25. — Hammer Films will increase its output this year and deliver nine films to Columbia Pictures instead of six annually under its existing long-term deal with the company, James Carreras, managing director for Hammer, said here today. The six-films-annually agreement with Columbia is for five years.

Carreras said his company also

(Continued on page 6)

Schwartz Honored at UJA Luncheon; $473,000 Pledged to Rescue Drive

By SAUL OSTROVE

A record luncheon audience of the Motion Picture and Amusement Division of the United Jewish Appeal gathered yesterday at the Essex House here to honor Sol Schwartz, president of RKO Theatres, Inc., and to pledge initially $473,000 to the 1960 UJA Rescue and Resettlement drive.

Sol Schwartz

The 400 guests, representing nearly all phases of the film industry, watched as Schwartz received an inscribed, handcrafted Bible, made in Israel, presented by Judge S. Samuel DiFalco, member

(Continued on page 2)

A Vampire Poses; Pictures Bloodless

A striking, blonde-haired and quite seductive-looking descendant of German vampires (so she said) posed cape and all yesterday for bloodless pictures on the rooftop of a midtown Manhattan hotel, and all the boys in neighboring buildings left their desks to stare up at her. The longer they looked the more they smiled. She

(Continued on page 2)

Strike Continues

Writers Reject Pact Offer of TV Producers

Sharing of Foreign Sales Prime Stumbling Block

By SAMUEL D. BERNS

HOLLYWOOD, May 25. — The television branch of the Writers Guild of America has rejected by a vote of 281-198 the joint proposal for a new contract submitted by the Association of Motion Picture Producers and the Alliance of Television Film Producers at a meeting held in the Beverly Hills Hotel here. No further meeting has been scheduled at this time, thus leaving unsettled the writers strike which has been in effect for more than four months.

Spokesmen for the writers said that members of the guild are determined to get percentage participation in foreign grosses.

It is reported that the producers' proposals called for a minimum ad-

(Continued on page 6)

New Record Predicted For June 20 TV Fight

A new record for number of locations which will take the closed circuit telecast of the Johansson-Patterson heavyweight championship fight from the Polo Grounds here on June 20 was predicted yesterday by spokesmen for TelePrompTer, which holds the TV rights.

The old record of 174 locations is expected to be bettered easily; but nevertheless those offering the tele-

(Continued on page 6)

French Legion of Honor For Dimitri Tiomkin

From THE DAILY Bureau

HOLLYWOOD, May 25. — Dimitri Tiomkin, musical director and composer, has been named a Chevalier of French Legion of Honor and will be inducted into the order at ceremonies in the Beverly Hilton Hotel here Tuesday night, with Romain Gary, Consul

(Continued on page 6)

PERSONAL MENTION

ROBERT H. O'BRIEN, vice-president and treasurer of Metro-Goldwyn-Mayer, Inc., and **MAURICE "RED" SILVERSTEIN**, vice-president of M-G-M International, will leave New York today for London, Paris, Rome and Madrid.

•

ARTHUR FREED, producer on tour for "Bells Are Ringing," has returned to the Coast from Dallas.

•

MIKE DORSO, district manager for Walter Reade Theatres, was in Albany, N. Y., from Kingston.

•

CHARLES V. HICKEY, of the Paramount home office staff, and **MRS. HICKEY** have announced the engagement of their daughter, **MIRA ANN**, to **DONALD F. RITCHIE**.

•

CLAUDE and **LILLIAN BOURGEOIS**, theatre operators of Biloxi and Bay St. Louis, Miss., and Arabi, La., are spending a month in New York.

•

TOM FRIERSON and **MITCHELL YEAGER**, projectionists at the Florida Theatre, Jacksonville, have returned to their duties there following illness.

•

SAMUEL GOLDWYN and **MRS. GOLDWYN** will leave New York today for Europe aboard the "United States."

•

BILLY WILDER has arrived in New Orleans from the Coast.

Woolstenhulme Rites Set

HOLLYWOOD, May 25.—Funeral services will be held here tomorrow at the Church of the Recessional, Forest Lawn Memorial Park, for Charles Woolstenhulme, 68, who died Tuesday after a long illness. He was recently unit production manager at Paramount, and at one time general production manager of Fox Films. He was also a founding member of the Directors Guild of America.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

U.J.A. Honors Sol Schwartz

(*Continued from page 1*)

of the New York surrogate court.

Guest speaker was John Stanley Gruel, a former Methodist minister and a founder of the American Christian Palestine Committee. He discussed the voyage of the Jewish refugee ship "Exodus," on which he sailed as first mate. He also spoke of present problems facing Israel, telling his audience that its support is needed as much or more today as it was when the Jewish state became an independent nation 12 years ago. Gruel has been working in Israel's behalf for the past 16 years.

Irving H. Greenfield, of Metro-Goldwyn-Mayer, chairman of UJA's amusements division, presided at the luncheon. Rabbi Moshay P. Mann, of the Actors Temple, gave the invocation.

Dais guests were Nat Lefkowitz, Leslie Schwartz, Malcolm Kingsberg, Samuel Rinzler, Benjamin Sherman, Samuel Schneider, William J. German, Adolph Schimel, Herman Robbins, Leopold Friedman, Robert Wagner, Spyros P. Skouras, Arthur B. Krim, Harry Belafonte, Samuel Rosen and Barney Balaban.

Also Ray Bolger, Albert A. List, Ned Depinet, Simon H. Fabian, Tony Martin, Carolyn Jones, Joseph R. Vogel, Robert S. Benjamin, Leo Jaffe, Eugene Picker, Leon Goldberg, Laurence A. Tisch, Emanuel Frisch, Solomon M. Strausberg, William Brandt and Morey Goldstein.

Services Held for D. M. Idzal at Detroit

Special to THE DAILY

DETROIT, May 25.—Funeral services were held here today for David M. Idzal, managing director of the Fox Theatre here for 32 years until he retired three years ago. Idzal succumbed to a heart attack at an undetermined time and was found late Monday in his room at the Park Shelton Hotel here.

Services were at the Hamilton Funeral Chapel and burial at White Chapel.

Originally a Philadelphia showman, Idzal came to Detroit nearly 30 years ago. He was first manager for the Fox Theatre, then receiver, and after the lease was assigned to National Theatres, became managing director. Three years ago he retired to devote himself to charity, his main interest being the Detroit Society for Crippled Children of which he was once president.

Opened Theatre in Israel

Several years ago 20th Century-Fox sent him to Israel, where he opened its new theatre.

He is survived by a daughter, Mrs. Leslie Winegarden of Flint, and two sisters, Miss Marion Idzal of Beverly Hills, and Mrs. Samuel Glassman of Chicago.

'Hours' Gross $54,899

United Artists' "The Gallant Hours" has rolled up a "solid" $54,899 in its first four regional premiere engagements, according to William J. Heineman, UA vice-president. The combined total includes $24,474 for 11 days at the RKO Keith's Theatre, Washington, D. C.; $14,282 for the first week at the Fox Theatre, San Diego; $11,727 for five days at the Viking Theatre, Philadelphia, and $4,416 for three days at the Sanger Theatre, Pensacola, Fla.

Vampire Poses

(*Continued from page 1*)

smiled back at them, spread her arms and red-and-white cape aloft, then posed for more pictures.

She was 23-year-old Heidi Erich, born in Hamburg but for the past four years a resident of London, where she has been acting on stage, screen and television. She was brought here by Universal Pictures to tour in behalf of the company's forthcoming "Brides of Dracula." Her accomplice on the four-eight week, 15-30-city tour is A-Mike Vogel who only last Sunday met her at the airport here. She was dressed to kill then, wearing a wedding gown, raring to go. Heidi and A-Mike will reach the summit of their expedition June 3 when the picture opens in Memphis.

Doesn't Dress the Part

Miss Erich, if really of vampiric descent, was dressed unconventionally, in white sweater and tight white leather slacks, as she spoke to reporters at a "Bloody Mary" breakfast. Yes, this is her first trip to America; Yes, New York is exciting; Yes, she would love to make pictures here, but no, Universal has not signed her —yet. She also got in a few fast words about vampires.

Heidi is receiving treatment not usually accorded to vampires here — press, radio and TV interviews and more than a smattering of "cheesecake" art. Up on the rooftop, a *Daily News* photographer told her she was a "bloody, good-looking girl." A moment later he said she was just plain good-looking.

MGM Acquires 'Gorgo'

Metro-Goldwyn-Mayer has acquired distribution rights to the King Brothers $2,000,000 production, "Gorgo," it was announced by Jack Byrne, M-G-M vice-president and general sales manager.

Confiscate Film in Phila.; Charge Obs

Special to THE DAILY

PHILADELPHIA, May 25.- Pennsylvania exhibitors ar await the state court's decision legality of the new state film ship law, District Attorney Vi Blanc halted the showing of "I mortal Mr. Tease" at the AB A ma and confiscated all film, in a trailer for "Sexpot."

Edward Seratsky, manager theatre, and projectionist Marti delman were held in $5,000 court on the charge of showing scene picture. The maximum on conviction is a $1,500 fine years in jail or both.

Seratsky said the pictur booked after playing 11 majo The seizure was made after th ant district attorney and count tives saw the film, which had its second week.

Legion of Decency Five Films in Class

Out of eight films review week by the National Legion cency five were placed in its category (morally objectiona part for all).

The five films with objectio by the Legion, were as follows Quiet Flows the Don," Russi released by United Artists: su sequences and excessive b "Head of a Tyrant," Univers gestive situations; "The Rat Paramount: the false values pervade the development of t tend to justify immoral behavi gestive situations.

Also, "Strangers When We Columbia: throughout the le this film, despite some supe moral resolutions, marital infic glamorized; suggestive situatic costumings; "Wild River," 20 the historical theme of this is overshadowed by the intro of a dominating illicit love which tends to condone imm tions.

Three in Class A

Placed in Class A, See (morally unobjectionable for patronage) "Michael Strogoff, tinental, and Class A, Sec (morally unobjectionable for and adolescents) "Don Q Russian film released by M-G- "Hannibal," Warner release.

'Ten' Returns June

Cecil B. DeMille's "The Te mandments" will start a specia engagement Wednesday, June Loew's and other leading thea the greater New York-New area.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Ga Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

n Silver Resigns; ears in Industry

L. Silver, of United Artists
ıg - publicity department, yes-
nnounced his retirement after
in the motion picture indus-
leaves UA at the end of this
d will devote himself to paint-
o the completion of two plays
vel, now in work.

se of Silver's dedicated service
notion picture industry over
t four
Roger
is, UA
esident
of ad-
pub-
nd ex-
ı, de-
"Milt
repre-
finest
of
vement
alty in
ndustry.
neering
ill long remain as a standard
ence. Those of us at United
vho have known him and
with him join with the rest
dustry to wish him the very
ll his future endeavors."

Milton Silver

tered Industry in 1919

entered the industry in 1919
urer and editor of "Who's
the Screen," related to the
picture personalities, after
ny service in World War I.
became managing editor of
Magazine for McFadden. In
joined Universal as a copy-
nd became director of adver-
d exploitation for that com-
ee and one-half years later.
was special representative for
uck during the making of
Em Back Alive," and in 1933
ational Screen Service as ad-
manager and trailer editor.
is widely known in the in-
s an innovator. At National
Service, he created the Na-
reen Baby, which is still a
f the company's ads.

s son, David Tony Silver,
rks as a writer at National
where his father served for
rs.

Vith U.A. Since 1950

Silver's other positions in
stry were copywriter at Co-
and Universal, assistant di-
f advertising, publicity and
ion at Republic Pictures, and
of advertising, publicity and
ion for Souvaine Pictures, im-
of foreign films. Silver has
United Artists since 1950.

olito Dies

YWOOD, May 25.—Sol Po-
eraman, who retired in 1947
years in the industry, died
me here. Polito started work
Biograph company in the old
ays, later serving First Na-
d Warner Brothers. He is sur-
his wife and two sons.

Variety Int'l. Expected to Adopt Change in Nomination of Officers

Special to THE DAILY

TORONTO, May 25.—The plan to change the by-laws of Variety Clubs International so that all future candidates for International office will be named by a nominating committee and not by nomination from the floor is expected to be adopted during business sessions at the 33rd annual convention of V.C.I. here next week.

The change in the by-laws has been discussed at regional meetings conducted through the year by George Eby, Edward Emanuel and George Hoover, and indications are that the tents are in favor of this method of election.

More than 800 barkers are expected to attend the five-day convention, and they will come from England and Mexico, as well as all over the U.S. and Canada. Though the current registration does not indicate a new attendance record, somewhat because of the time of the year when so many parents must await the end of the school year, the plans and enthusiasm evidenced by General Chairman Jack Fitzgibbons and his convention crew point to a new high in activity, interest and enjoyment.

Registration May 31

Registration is scheduled for Tuesday evening, May 31 and on Wednesday in the Royal York Hotel which will serve as convention headquarters.

The opening day, Wednesday, will start with a breakfast for all chief barkers, an event that proved very popular when instituted at last year's meeting in Las Vegas, and will be followed by a requiem mass for the late Robert O'Donnell in St. Michael's Church. O'Donnell was a dynamic force in Variety's history for many years. Then the first business sessions will get under way. The first day's schedule will be topped with a Coca-Cola night in the Canadian room to which all registrants are invited.

Breakfast Meetings Thursday

On Thursday morning, June 2, five breakfast meetings will bring together all barkers interested in shirt-sleeve discussions on important phases of tent operations. Membership charities, entertainment, public relations and fund raising will be the subjects of panel discussions each led by a Variety Club member particularly expert in his designated subject.

Rotus Harvey, second assistant International barker, is chairman of the forum discussions. To permit the widest participation, a full morning will be devoted to these sessions, which proved extremely popular when initiated at last year's convention.

Friday Business Session Early

Friday morning's business session is slated for the early hour of nine o'clock so that luncheon and the remainder of the afternoon can be devoted to one of Variety's most important activities, the Heart Reports. Martin Quigley, Jr. will be chairman of a group of judges who will select the Variety Tent which will receive the coveted Heart Award.

International Chief Barker George Eby, now concluding his second year in that office, will conduct his final business session Saturday morning. This will conclude with election of a full slate of International officers as well as International representatives. With Miami custodian of the 1961 convention, this meeting will again entertain bids for the 1962 conclave. Dublin, Ireland, it is expected, will vigorously pursue the invitation for this meeting which it presented a year ago.

New Rank Odeon Will Open at End of August

From THE DAILY Bureau

LONDON, May 25. — The Rank Organisation's new Odeon Theatre, Hemel Hempstead, will be opened at the end of August. The second theatre to be built by the Organisation this year—the first was Harlow Odeon —it is in the new town of Hemel Hempstead and will incorporate a large theatre snack bar.

The new Odeon will seat approximately 1,150 patrons in a single-story auditorium. Half the seats will be on raised steppings, the remainder on a sloping floor. A proscenium has been designed which will accommodate a screen capable of showing at 65 ft.-wide picture.

Name to Be Presto

The adjoining catering premises, although part of the overall theatre design, will be an entirely independent unit with its own entrance. To be called the Presto, it is being specially equipped to give fast service and good food in a pleasant, modern setting.

Albany 'Windjammer' Advance Sets Record

Special to THE DAILY

ALBANY, May 25. — The advance sale of $10,244, recorded prior to the premiere of NT&T's "Windjammer" at the new Hellman Theatre here last night constitutes the largest advance ever for a hard-ticket feature in Albany.

The paid premiere last night featured naval displays and a color guard from Albany Naval Training Station, with Navy personnel guests of honor, greeted by Neil Hellman, owner of the new theatre.

Young, de Wilde Set 2

Independent film producer Lloyd Young has formed an association with industrialist Fred de Wilde. In announcing the merger, Young said that their first major project will be two films, "Belong or Else," to be shot in Arizona in September, and "Thursday's Child," a musical fantasy based on the life of Eartha Kitt.

PEOPLE

Max E. Youngstein, vice-president of United Artists, has been named chairman of the talent committee for the Democratic Party Telethon. He will organize a group of Hollywood and Broadway personalities who will recruit performers for the program, which will be seen and heard over WNEW-TV here starting at 10 P.M on the night of Sept. 10.

☐

David J. Kane, Universal publicist, has been named by **Mayor Louis C. Mariani** of Detroit to the special events committee for the second annual International Freedom Festival.

☐

William D. Thornton, nephew of **George Thornton**, owner and operator of several theatres in upstate New York, has been named manager of the Orpheum, the **Thornton** theatre in Tannersville, N. Y.

☐

Charles Leong, Chinese-American publicist, has been engaged by **William Goetz** to help promote "The Mountain Road" in the San Francisco area.

☐

E. W. Clinton has reopened his Mono Theatre, Monticello, Miss., while in Culfport, Miss., **Lewis Gates** has taken over and will operate the long-closed Regal Theatre.

☐

J. E. "Skipper" Martin, theatre and drive-in owner of Montezuma, Ca., will be host again this year to his employees and friends on a fishing trip to Panama City, Fla.

☐

Robert Dencan and **Mrs. Dencan** have reopened their Cinemorada Theatre, Islamorada, Fla.

Goldman Leaving NTA; To Announce New Plans

Harold Goldman, executive vice-president of National Telefilm Associates, Inc., yesterday announced his resignation from the company, effective June 2. He will announce his new activity shortly.

Goldman, as executive vice-president, has directed NTA sales activities virtually since the organization of the company in 1954.

Ely A. Landau and Oliver A. Unger, chairman of the board and president of NTA, respectively, both voiced "their keenest personal regrets" over Goldman's decision, noting that NTA basically was founded by themselves and Goldman.

Prior to joining NTA, Goldman was active in the management of a score of independent motion picture theatres in and around New York City. He was also a stockholder and partner in Snader Telescriptions and in 1951, he joined with Unger in organizing Television Exploitations, Inc., and in 1954, again with Unger, he organized Comet Television Films, Inc.

Everywhere in the world... because it's on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere, and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

Branches are located at strategic centers. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue New York 17, N.Y.	130 East Randolph Drive Chicago 1, Ill.	6706 Santa Monica Blvd. Hollywood 38, Calif.

For the purchase of film:
W. J. German, Inc.

Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

230
JE
KINO
Film-Theater

Film-Theater

NO
S IN
GEISHA BOY '

Rabin, Block, Kellogg Form Production Firm

From THE DAILY Bureau

HOLLYWOOD, May 25. – A newly formed Sceptre Productions, Inc., has taken over production of the Ripley "Believe It or Not" television series as its first venture.

Headed by Jack Rabin, Irvin Block and Ray Kellogg, the new company will headquarter on a Goldwyn lot and will produce films for both theatrical and television release.

New Record for Bout

(*Continued from page* 1)

cast of the fight are not expected to reach 200. Most of the locations will be theatres. Fewer than a third of the total will be arenas, ball parks and other large capacity indoor and outdoor assemblies.

A total of more than 700,000 seats will be available at prices ranging for the most part from $3 to $5.

In addition, deals are being made for several community antenna systems to take the fight off the air and pipe it to subscribers who agree to pay a moderate surcharge for the service. This is being done largely as an experiment and because TelePrompTer owns community antenna systems in Wyoming and New Mexico. None of the systems participating will be in competition with theatres or arenas presenting the TV of the fight, it was stated.

Theatre Rights Seen Going to U.A.

Theatrical motion picture rights to the bout are expected to go to United Artists, as have the rights to the last several top flight matches. Negotiations are about concluded, it was reported yesterday, but U. A. officials declined to comment on when they expected the signing to take place.

Talks between International Telemeter and TelePrompTer are proceeding on putting the fight telecast on Telemeter in Etobicoke, Ont. Failure to agree on the price to be charged by Telemeter is holding up the decision. TelePrompTer wants a charge of $5 for each Telemeter subscriber who tunes in the championship bout because, it was stated, that is the charge that will be made by the Toronto ball park and theatre which also will be offering the telecast.

Telemeter's operators would be faced with difficulties in collecting more than $2 per subscriber because that is the maximum per-program collection the system's coin meters can accept.

Writers Reject

(*Continued from page* 1)

vance of $1,275 for a 30-minute TV play against not less than 3 per cent of the absolute gross in excess of $50,000. The current rate is $1,100 for a 30-minute play and $2,000 for one of a full hour.

In another development on the guild front, WGA negotiators met with the AMPP for three hours in an attempt to reach agreement to end the WGA strike against the major studios, with no statements furnished by either side.

Sees Censors Theatres' Battle

(*Continued from page* 1)

had provided severe penalties for exhibitors as well as condemnation of pictures or picture scenes.

"Make no mistake about this," McCarthy said, "censorship today is no longer exclusively a problem of the producer or distributor; it is being aimed with full force at the theatre owner. You here in Pennsylvania have seen what an organized pressure group can do to your theatres. You should make it plain to your exhibitor friends throughout the country that what happened in Pennsylvania can also happen to them and that they must organize and fight."

Compo in Spirited Fight

With the help of the Motion Picture Assn. of America, McCarthy added, Compo has been active in fighting censorship in several states. It also is conducting an educational campaign among exhibitors to acquaint them with the perils of censorship and procedures to be followed in fighting it. An elaborate censorship kit, with material that can be used in future local and state censorship campaigns, has been mailed by Compo to thousands of exhibitors and has been widely commended.

McCarthy also discussed the industry-wide campaign that Compo has organized in opposition to bills now before Congress that would extend the coverage of tthe minimum wage law to theatre employees, now exempt from the law's provisions.

It is expected that more than 100 exhibitors of all affiliations will attend the presentation tomorrow of the Marcus plan for area promotion. Present from New York will be, besides McCarthy, James Velde of United Artists, representing the general sales managers committee of the MPAA; Charles Simonelli of Universal and Bob Ferguson of Columbia, representing the MPAA advertising and publicity directors committee, and Alec Moss of the Compo staff.

Philip Harling, chairman of the Joint Committee Against Pay-TV, was prevented by illness from attending the convention. He had been scheduled to talk on the exhibitors' national program to oppose pay-TV, a fund raising plan for which has been activated.

Murder, Inc.

(*Continued from page* 1)

tailed to a larger degree than the company had ever attempted previously.

Seven totally new teaser ads set in type are designed to be run in local newspapers a full week before each opening, Einfeld added.

The executive then described what he called the largest radio and television advertising campaign in the company's history, encompassing 12 radio and 12 TV spots, more than ever before prepared. "The reason for this," Einfeld continued, "is that 'Murder, Inc.,' is perfect for all audiences, and in many areas, the production will be playing in more than one theatre at a time."

Expansion Vital, Says Einfeld

Einfeld said that 10 was the most spots used in the past for any production, and that this campaign, due to its extended audience potential required the expansion in production.

The spots come in lengths of 60, 30, 20 and 10-second lengths and are available free to exhibitors as an exploitation tool in advance of their playdates.

Opinion-makers screenings in key exchanges for legal staffs of cities and states, judges, and correction officials will be held starting early next month.

Einfeld also said that top recording star Sarah Vaughan has recorded for Roulette Records "The Awakening," the theme song she sings in the production. In addition, Frank DeVol, Academy-Award nominee, will write and produce the sound-track music for the attraction. Several major record companies are reported bidding for the album rights.

Levine Advises Britons

(*Continued from page* 1)

United Kingdom cities preparing the mid-summer saturation here of "Hercules Unchained," reflected that when television reared its competitive head against U.S. exhibitors they eventually realized that they could make TV work for them by concentrating a good deal of their merchandising efforts in the medium itself.

He credited much of the success of his original "Hercules," released last summer, to the overwhelming use of television advertising to arouse the interest and imagination of the public.

Comparison Aids Film

"With television," Levine stated, "you can visually capture the potential audience with action-filled scenes from the production which invariably make regular television fare look small by comparison.

Levine announced that he would spearhead the most extensive use of television ever undertaken in the U.K. for "Hercules Unchained," being distributed here by Warner-Pathe Ltd.

Levine moves on to Glasgow tomorrow for his final theatre manager meetings before returning to Folkestone on May 30 for his "explodation" reception for 400 members of the Cinematograph Exhibitors Association.

Hammer to Increase

(*Continued from page* 1)

plans to deliver nine to Columbia in 1961. He will go to New York to discuss the production program with Columbia executives after he attends the Variety Club convention in Toronto, he said. Carreras is scheduled to arrive in New York on June 5 for an eight-day visit.

Cincinnati Drive-Ir Files Damage Acti

Special to THE DAILY

CINCINNATI, May 25.–T ley Drive-In here, operated west State Theatres, yesterd suit seeking $240,000 damage the seven national distributi panies in U. S. District Court

The complaint alleges the was discriminated against in censing of product by the s fendants in favor of its com It asks injunctive relief in to damages.

Detroit Trucking

(*Continued from page*

does show over $70,000 in the actual amount is about The open-to-the-public listin Hall of Records shows the does not show repayment which up to recently were rent with the exception of 1958.

Three reasons were given company's predicament: the is still in dispute; Michigan have been delinquent in p and the State of Michigan, self was in financial troubl behind in paying Film T services to penal institutions, and the like.

Legion of Honor

(*Continued from page*

General of France, awar coveted star and scarlet ribb Academy Award-winning mu

Officially honored by Charles De Gaulle on behal Republic of France, Tiom voted to membership in re of his contributions to French

Protest Detroit Ta To Common Counc

Special to THE DAILY

DETROIT, May 25.–Eve ber of the Common Counci City of Detroit has received from Milton H. London, pre Allied Theatres of Michig protesting a proposed city ment tax. With the letter was a list of 165 motion picture located within the corporate the city in 1950, marked to s in the past decade 112 h closed.

With no time for written r councilman, Del Smith, te London right away that h never do anything to harm tl picture industry and had, in trying to aid it for the past

London points out in the l the closed theatres are a trag all. He says most theatres, ing a one-purpose investn struggling to keep alive and levy is most destructive of t not be passed on to the pu will destroy business so l Addition of the tax to ticket the number of admissions, exhibitor receives less net r it stated.

ll
News
hat
ews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 103 NEW YORK, U.S.A,. FRIDAY, MAY 27, 1960 TEN CENTS

mous

cus Plan Is proved by . Showmen

Area Will Try Out lerchandising Idea

pecial to THE DAILY

3URGH, May 26.—Exhibitors tsburgh area, meeting at the aton Hotel here today, voted s approval of the area plan andising pictures which was l and has been operated sucby Ben Marcus of Milwau-'isconsin theatres.

of the local operation of vill be worked out here later. thus becomes the first out- to which the Marcus busiotion plan will be extended. r trial areas are expected to ated in the near future and, ls are successful, the project nade national.

meeting was held under orship of Compo, as the sub-

ontinued on page 5)

Ups Budget for ained' in Britain

pecial to THE DAILY

GOW, Scotland, May 26.— . Levine, president of Emctures, told a gathering of theatre managers here today will increase by 10,000 $28,000) his already record lising budget for "Hercules d." Warner-Pathe Ltd. will

ontinued on page 5)

, ATFP, Ziv-UA nd Offers to WGA

om THE DAILY Bureau

YWOOD, May 26. — Contion on the part of the As- of Motion Picture Producers, nce of Television Film Prond Ziv-United Artists dealt a ow today to negotiations with ision branch of the Writers f America. Charles Boren,

ontinued on page 4)

SION TODAY—page 4

Industry Pledges Aid to Red Cross As Gruenther Cites Growing Need

By SAUL OSTROVE

(Picture on page 3)

Gen. Alfred M. Gruenther, president of the American Red Cross, yesterday told 150 guests at the motion picture industry's annual Red Cross luncheon here that their support is needed more now than ever before, in the face not only of natural tragedies but also of defiance of American ideals from behind the Iron Curtain.

Speaking at the Metropolitan Club, Gen. Gruenther said the failure of the recent summit conference should make Americans cognizant of the faet that ideologies as well as personal differences among world leaders are at the heart of the battle.

Gen. Gruenther was introduced by Spyros P. Skouras, chairman of the film industry drive who was honored

(*Continued on page* 3)

D. C. Critic Coe Hails 'Herald' Meets

From THE DAILY Bureau

WASHINGTON, May 26.—A tribute to motion picture "blockbusters" and the efforts of showmen to promote them was paid yesterday in his column, "On the Aisle," by Richard L. Coe, drama editor for the *Washington Post.*

The Coe remarks were inspired by a report given the columnist by Jack Foxe, director of advertising and publicity for Loew's Washington Theatres, on the Merchandising Conferences sponsored by *Motion Picture*

(*Continued on page* 2)

Plan to Launch Conn. Anti-Pay-TV Unit June 2

Formal organization of the campaign committees which will combat the proposed test of broadcast pay-TV in Hartford, Conn., is expected to be accomplished next Thursday when Connecticut exhibitors will meet at the Woodbridge Country Club, Woodbridge, Conn.

The meeting, called by the Motion

(*Continued on page* 4)

New Theatres Planned; Loew's Will Diversify

Loew's Theatres, in addition to looking for a major diversification outside of theatre and real estate operations, will build new theatres wherever it is economically feasible to do so, Eugene Picker, president, and Lawrence Tisch, chairman of the finance commitee, told reporters yesterday following a special meeting of company stockholders at Loew's 72nd Street Theatre here.

The two revealed that new theatres are contemplated in the neighborhoods in which the 72nd Street and Loew's Lexington are located. A new apartment building will be erected on the

(*Continued on page* 5)

Irish Producer Says Irish Films Need More International Flavor

Irish pictures must have more of an international flavor if they are to make friends and money in other parts of the world, Lord Michael Killanin, Dublin's foremost independent producer ("In fact, I think I'm the only one"), said here yesterday.

"Our pictures are received well by American critics but do not do well at the box office," he said. "We can't complain about our facilities, either. In Ardmore Studios (Dublin) we have the finest in Europe, and our wonderful location and natural beauty goes without saying."

Lord Killanin presently is working on three pictures, co-financed by English and American partners. Before he returns home June 13, the producer will consult in Hollywood with John Ford, with whom he made "The Quiet Man" in Ireland. Another of his pictures released here was "Gideon of Scotland Yard."

Lord Killanin believes that since the short story and stage play are among Ireland's most important contributions to world literature, they should be used in making films to present Ireland to the world.

Dublin, incidentally, has the largest theatre seat per capita ratio in West-

(*Continued on page* 2)

Special Meet

Tisch Voted Majority on Loew's Board

Persistent Opponeuts Marshall Little Support

(Picture on page 5)

Stockholders of Loew's Theatres at a special meeting yesterday approved an amendment to the company's certificate of incorporation increasing the minimum number of direetors from six to nine and the maximum number from 10 to 15. They then elected five new members to the present board of 10.

The election reflects the dominant position of Lawrence A. Tisch, chairman of the executive committee as a Loew's Theatres stockholder. The five new members of the board are Tisch nominees and give the latter a total of eight representatives on the new board of 15.

The five directors elected yesterday are: Charles B. Benenson, of the Benenson Realty Corp; James Bruce, cor-

(*Continued on page* 5)

$75,000 Damages Set In Tenn. 'Trust' Suit

Special to THE DAILY

KNOXVILLE, Tenn., May 26. — Ten major film distributors along with Knox-Tenn Theatres and Wilby-Kincy Service Corp., exhibitors, must pay New Amusements, Inc., $75,000 damages, a Federal court jury has ruled. New Amusements, owned by Walter

(*Continued on page* 3)

Winners of Pepsi-Cola 'Oscar' Contest Listed

Winners of $2,600 in prizes, awarded in the Pepsi-Cola — Academy Awards exhibitor promotion contest, were announced by the judging committee of the Motion Picture Assn. advertising and publicity directors' committee and Norman Wasser, national manager of theatre sales for Pepsi-Cola.

This year for the first time there

(*Continued on page* 4)

PERSONAL MENTION

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will return to New York today from St. Louis.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his associates, BERNARD LEVY and AL SICIGNANO, have returned from upstate New York.

•

ILYA LOPERT, president of Lopert Films, will return here at the weekend from Europe.

•

GUY BROWN, representative in New Orleans for the Motion Picture Assocaition of America, has returned to his duties there following a long illness.

•

JOSEPH WOHL, president and CHARLES H. ROSENBLATT, vice-president, have returned to New York from England.

•

THOMAS GERETY, former advertising executive for M-G-M, and MRS. GERETY, have announced the engagement of their daughter, SHEILA, to JOSEPH J. REIHER, of Keene, N. H.

•

IRWIN ULLMAN, general manager of Hellman Theatres, Philadelphia, has returned there following three weeks of temporary management of the new Hellman Theatre in Albany, N. Y.

•

SAMUEL Z. ARKOFF, of American International Pictures, will leave Hollywood today for Rome.

•

MRS. CHARLES SIMPSON, wife of the vice-president of Capital Releasing Corp., Atlanta, is under treatment there for an injury suffered in an automobile accident.

•

MUNIO PODHORZER, representative of Franco London Film in the United States, has left New York for Paris.

•

LOUIS DE ROCHEMONT, producer, has arrived in New York from Hollywood.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, May 30, Decoration Day.

Irish Films

(*Continued from page* 1)

ern Europe. American films continue to hold their own in Ireland, Lord Killanin said, and added that the sell is still the thing, in Ireland as it is in the U.S.

The producer said he was proud to call himself an "egghead." "That's often the reason why I have trouble getting backing," he quipped. He has been Ford's friend since World War II, and together with the American director, Tyrone Power, Brian Desmond Hurst and Michael Scott founded Four Provinces Films, Ltd.

Lord Killanin believes Ireland's state censor is "extremely reasonable." Although there is no classification of films there, Ireland reportedly is split on the advisability of enforced censorship. A League of Purity also functions. Lord Killanin himself is opposed to official state censorship, he said.

Will Promote Festival

While in the U.S., the producer intends to spend most of his time publicizing the Dublin International Theatre Festival to be held Sept. 12-25. The festival will include world premieres of new works by Brendan Behan, Walter Macken and John Keane, and leading Irish directors, designers, actors and actresses will participate. The Continental and the American theatre will also be represented. Lord Killanin is chairman of the festival for the second successive year. He is also a member of the International Olympic Committee and president of the Olympic Council of Ireland.

Television in Ireland will commence next May, although the northeast coast of the country has been receiving BBC telecasts. What TV may do to Irish theatre business Lord Killanin does not wish to predict. He is content to wait and see.

Before arriving in Hollywood, the producer will attend the Variety Clubs International convention in Toronto. He is first assistant chief barker of the Dublin tent.

Philip Gerard to London

Philip Gerard, Universal Pictures Eastern advertising-publicity director, will leave New York today for London and Rome for meetings on long-range promotional plans with the producers of "The Grass Is Greener" and "Romanoff and Juliet," both of which will be Universal releases.

Fisher, Columbia Deal

Columbia Pictures announced it has signed a contract with Eddie Fisher to produce at least two major motion pictures during the next two years. The singer's wife, Elizabeth Taylor, will star in one of the productions.

Johnston to Speak In Tribute to Spingold

From THE DAILY Bureau

WASHINGTON, May 26. – Eric Johnston, Motion Picture Assn. president, will appear May 29 on NBC radio network's "The Eternal Light" program.

The show, entitled "Message to The World" will be a tribute to the late Nate Spingold, Columbia Pictures vice-president.

Senate Min. Wage Bill Consideration Stymied

From THE DAILY Bureau

WASHINGTON, May 26. – The Senate labor committee's consideration of the Kennedy (D., Mass.) minimum wage bill was stymied today as minority leader Dirksen (R., Ill.) objected to having the group meet while the Senate was in session.

At the same time, it was learned that the House labor standards subcommittee is moving toward agreement on a compromise wage bill. It is expected to report the measure to the full committee on June 2, with amendments that will exempt a number of industries, including motion pictures. There will be enough disagreement to require both majority and minority reports.

The compromise wage bill is expected to provide for raising the pay floor to $1.15 hourly at once for employees now under the federal law. The minimum would rise by five cents a year for the two succeeding years until $1.25 is reached.

Increases Outlined

Newly covered employees—and the committee has not reached full agreement on who is to be included—will be raised to $1 hourly now, and the minimum will rise by 5-cent steps until $1.25 an hour is reached. Concurrently, the normal non-overtime work week for these people will be phased down from 48 to 40 hours.

Coverage of the law will be expanded, possibly by 4.5 million. This is one of the things on which the subcommittee is rather sharply divided.

Schur Joins M-G-M

George Schur has joined the staff of Metro-Goldwyn-Mayer, it was announced by Jack Byrne, vice-president and general sales manager. He will be associated with Max Fellerman, recently appointed special sales analyst. Schur, formerly in charge of branch operations and also in charge of theatre statistics at Paramount, has extensive experience in all aspects of sales and theatre operations. Affiliated with Paramount for many years, he assumes his new position immediately.

Hails 'Hera

(*Continued from page* 1

Herald in New York City las

Wrote Coe: "Our changin are neatly illustrated by a Ne seminar from which Loew Foxe has just returned to F S

"This is the fact that while t lic couldn't care less about see medium efforts of the movie everybody wants to pack in to smashes.

"To locate and drum-beat smashes, the Quigley Publishin pany (of *Motion Picture Hera* just held a Gotham meeting w tracted over a hundred sh Martin Quigley, Jr., presided sessions which were not limite usual, to one company's sale but to the best of all.

"From this returned affab cient, honest Foxe, a man whe nizes that his promotional va in not pushing just anything bu ging assiduously for the c best. No fool, he.

"So, I'm inclined to believe thusiasm for his favorites. credit he doesn't push overly l all but he's downright on Clou about others.

Coe then mentions the pictu cussed at the conference, in "Bells Are Ringing," "The ment," "Song Without End," in the Mirror," "Portrait in and "Hercules Unchained."

Six 'Race' Opening Doing Top Busines

Perlberg-Seaton's "The Rat Paramount release starring Tor tis and Debbie Reynolds, ope top business in six special pre engagements on Wednesday, ing to consolidated theatre At Loew's Capitol Theatre opening day receipts were In Philadelphia, at the Fox T an equally impressive $3,14 scored, while the RKO Pantage lywood, turned in a solid $1,7

The picture also grossed $3 opening day at the Metropoli Ambassador Theatres, Wash D. C. In Boston, the Astor contributed oa $2,616 openin the Century, Baltimore, $1,232.

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
WALT DISNEY'S 'Pollyann
Starring JANE WYMAN • RICHARD E
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO.
in TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HALL F

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

ıount Reopening
ınge in Memphis

Special to THE DAILY

PHIS, May 26. — Paramount, losed its Memphis exchange a ı, will reopen at 502 S. Second ıext Tuesday because of an in business.

rd Nicholson, who remained ıphis as a salesman, will be manager, the job he held when ıange closed. The office will th five employes. Others will d as needed.

Rule on Penn.
ɔr Law Next Week

Special to THE DAILY

ՂISBURG, Pa., May 26. — Valter T. Sohn of Dauphin court here, indicated today ıts to hand down his decision constitutionality of Pennsylew censorship law soon, probhin the next week.

ıew law was challenged in a ıught by 20th Century-Fox, Goldman Theatres and the ania Association of Amusedustries, Philadelphia.

T. Dana, of Pittsburgh, chairthe three-member board, anthat the agency is in the proadopting rules of procedure, t it will lease space in the ffice Building in Pittsburgh. vhile, William H. Mendlow, ŋh attorney, has been elected director of the censor board nual salary of $7,400.

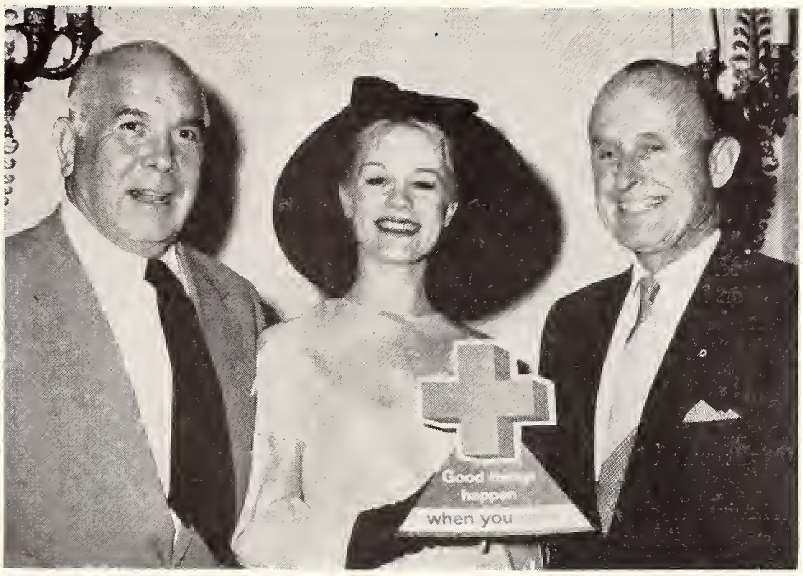
dless of when the court dehanded down, Atty. Gen. Alpern said exhibitors and ɔrs will be expected to comply rovision of the law which reıem to register with the board 1 at an annual license fee

on Music Series
'repared by NSS

ıal Screen Service has ded will distribute a promotionıy kit designed to advertise Films' Country Music Series featurettes. The kit consists ll color poster, suitable for n a 30 x 40, or 27 x 41 frame, heet of 10 x 20 inserts conhe names of the stars and the each of the six subjects comhe Country Music Series. The star and title inserts are scaled space provided on the Counc Poster.

pecial kits are designed so ıibitors will have complete material to advertise the six es in consecutive engageach color featurette stars top ı the country music field.

dition to the promotional disNational Screen Service will e a selection of 8 x 10 black te stills, an assortment of ad us press books and a special railer on the featurettes.



THEY SUPPORT RED CROSS: Spyros Skouras, 20th-Fox president; Mary Ure, star of 20th-Fox's "Sons and Lovers"; and Gen. Alfred M. Gruenther, Red Cross president, at the industry luncheon yesterday.

Industry Pledges Aid to R.C.

(*Continued from page 1*)

at the luncheon. E. Newton Cutler, Jr., chairman of the Greater New York Red Cross campaign, also spoke.

Recalling Soviet Premier Nikita Khrushchev's trip to Hollywood last year, Skouras said the top Russian is a friend of the American film industry, because of his unkind remarks about "Can-Can." Skouras stated that nothing could have helped the picture so much as the words Khrushchev used to describe it.

Several guests were called on from the audience to renew their pledge to support the Red Cross drive this year. They praised Skouras for his devotion to such humanitarian causes and said they themselves would try as hard as the chairman to reach the established goal. The entire entertainment industry goal has been set this year at $62,500 in New York.

Present also were Jo Van Fleet, David Susskind, Ina Ballin, Carol Lawrence, David Hedison and John Gabriel.

Ad Code Operation Told in Compo Ad

The operation of the motion picture industry's Advertising Code is described in the 116th of the series of Compo ads in *Editor & Publisher,* which will appear tomorrow. In the 30 years since the Code was adopted, the ad says, the Code Administration has examined and passed on more than and three quarter million pieces of advertising and publicity material.

Each item is carefully examined, the ad asserts, and then stamped either "approved" or "disapproved," according to the Administration's judgment of whether it meets Code standards of morality and good taste. "After such scrutiny and appraisal," the ad concludes, "we believe the advertising is 'reasonably acceptable to reasonable people'."

Composers, Lyricists Meet with AMPP Today

From THE DAILY Bureau

HOLLYWOOD, May 26. — Representatives of the Association of Motion Picture Producers will meet with Hollywood composers and lyricists guild tomorrow afternoon to discuss terms for an initial contract. The guild was certified by the National Labor Relations Board as the bargaining agent.

Dallas Wompi to Host Employers at Luncheon

Special to THE DAILY

DALLAS, May 26. — The Dallas Women of the Motion Picture Industry will be hostesses to their employers for their eighth annual anniversary luncheon meeting Friday at the Embassy Room in the Statler Hilton Hotel. The Rev. Tom Shipp, of the Lovers Lane Methodist Church, will be the main speaker, and will be introduced by Miss Sue Benningfield of Texas Compo.

The program committee in charge of the anniversary luncheon is as follows: Miss Verlin Osborne, Paramount; Mrs. Dorothy Morris, Cinema Art Theatres; Miss Marie Powers, Simmons Heywoood Booking Agency; Mrs. Margie Seely, 20th Century-Fox; Mrs. Blanche Boyle, and Miss Benningfield.

Honor Francis Harmon

Francis Harmon, former vice-president of the Motion Picture Assn. of America, was honored this week by the Inter-Church Center, of which he is a vice-president, for his part in making possible the building of the $11,500,000, 20-story Center here, which will be dedicated on Sunday. A bronze plaque commemorating the work of Harmon and two associates was unveiled at the Center.

Knoxville Suit

(*Continued from page 1*)

Morris, operates the suburban Pike and Tower Theatres.

The jury late yesterday, after two days of deliberation, found that the distributors and local exhibitors conspired to keep first-run films from the New Amusements Co. houses.

Actual damages award was $25,000, but in anti-trust litigation the damages must be tripled under the law. Morris had sought $1,000,000 in damages. Observers consider the damages awarded to be very small. Frank Fowler an attorney for the majors, said the small damages awarded proved the jury believed the plaintiff suffered little injury.

No indication of appeal action has been given by either side in the suit.

Attorneys Ask $63,000

A dispute has arisen over the attorneys fee. Morris' attorneys, George S. and W. Bradley Ryan, of Boston, and Ivan Privette, a Knoxville attorney, estimated their total fee at $63,000. The attorneys said they worked for 2,600 hours on the case, including 100 days in the various courts. This included pre-trial conferences and pleading. The actual trial in Knoxville Federal court lasted six weeks.

Judge Robert L. Taylor said he thought the figure was a little high-but the defendants said they felt $7,500 would be a proper fee. Judge Taylor laughed, saying this estimate was far loo low. Tomorrow the attorneys will meet at the court and further discuss the fees to be paid.

The losing defendants run the first-run houses in the Knoxville downtown area; namely the Tennessee, Riviera and Bijou. All major distributor-producers in the industry were mentioned in the suit.

New 'Queen' Campaign For General Release

Universal - International's "The Snow Queen," which played approximately 300 pre-release dates for the Easter holidays, will go into general release during the coming weeks with a full-scale promotional campaign supplementing the original campaign used for the Easter pre-release.

Philip Gerard, Eastern advertising and publicity director, said Dave Fleischer, film animator who served as technical advisor for Universal in preparing the film for American release, will tour nine Western cities in connection with openings starting in Portland on June 5, and then going to Seattle, San Francisco, Oakland, Sacramento, Fresno, Salt Lake City, Denver, and San Diego.

Sunday comic section ads will be used in many of the key cities as was done in the original Easter launchings of the picture and these will be supplemented by local newspaper and television advertising aimed at the juvenile market. Universal is assigning field exploitation representatives to cover the new openings scheduled for the coming weeks.

Booster-Station Licenses From FCC Starting July 5

From THE DAILY Bureau

WASHINGTON, May 26. – The Federal Communications Commission will start licensing boosters for ultra-high-frequency television stations on July 5. The boosters will amplify and boost on the same channel as the parent station, and will be considered an adjunct to the station.

Extend to June 30 Actor-Pact Parley

From THE DAILY Bureau

HOLLYWOOD, May 26.—The Association of Motion Picture Producers, the Alliance of Television Film Producers and the Screen Actors Guild have agreed to extend their negotiations on a new contract for television film actors to June 30. If agreement is reached in the interim, the contract will be retroactive to June 1, subject to approval of SAG's board.

Meanwhile, the writers strike against the major studios in both theatrical and television field continues.

Conn. Pay-TV

(*Continued from page* 1)

Picture Theatre Owners of Connecticut, a TOA affiliate, follows by exactly two weeks an initial meeting in New Haven when the pay-TV problem was first expounded to more than 100 exhibitors. At that time committees were appointed to draft a program and prepare a budget for the campaign. Reports on these plans will be submitted to Thursday's meeting for approval and activation.

Called by Wilkinson

The meeting has been called by George H. Wilkinson, Jr., of Wallingford, president of the Connecticut TOA unit, and Herman M. Levy, of Hamden, general counsel for the unit, will again preside. The meeting will be open to all exhibitors.

The exhibitors plan a campaign to inform the public about the costs they would have to pay for the programming planned by Zenith Radio and RKO General if the Federal Communications Commission allows the company to run a test of pay-TV over station WHCT in Hartford. Zenith-RKO General have petitioned the FCC for permission to buy this UHF station, and have announced that if permission is granted, they will apply to the FCC for the pay-TV test permit.

Harling to Attend

Philip F. Harling, of New York, chairman of TOA's anti-pay-TV committee, and chairman of the motion picture theatre industry's Joint Committee Against Pay-TV, who was prevented by illness from attending the May 19 meeting, is expected to attend next Thursday's session.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

CURRENTLY in production at the Desilu Studios in Hollywood, the "Andy Griffith Show" comedy series will star Andy with Ronnie Howard appearing as his son and Frances Bavier. Program will be CBSeen Mondays (9:30-10 P.M.) starting in October and sponsored by General Foods. . . . Rudy Vallee still setting attendance records in Las Vegas and Florida, will star the week of June 20 at the Round Table in Gotham. . . . Ted Collins recuperating from a bad fall at the Lake Placid Memorial Hospital in upper N.Y. State. . . . The Breck Showcase presentation of "The Margaret Bourke-White Story," which won Teresa Wright an "Emmy Nomination" will be re-broadcast June 13 TVia NBChannels. . . . At the Monsignor last nite, ABCommentator Art Van Horn just back from Las Vegas, was asked if the air there is dry and clean. "Yep" he replied, "I never got such a dry-cleaning in my life." . . . A son, Richard Seth, was born last Saturday to Mr. & Mrs. Burton Litwin at Doctor's Hospital. Mrs. L. is former Dorothy Beth Lefkowitz, daughter of Nat Lefkowitz, Treas. of Wm. Morris Agency and Burton is a theatrical attorney associated with Halperin, Morris, Granett & Cowan. . . . Buddy (Tuxedo Junction) Feyne and Al Stewart have formed Stripe Records and have a winner in their initial platter, "Hearts Are Wild" by a talented newcomer named Dobie Grey. . . . With Craig Stevens as host, Ice Capades will present a full hour NBColorcast, "Summer On Ice—1960" next Thursday (9:30-10:30 P.M., EST) co-starring Tab Hunter and Gisele MacKenzie. . . . Thespian Dennis Bell's latest waxing of "My One Love" on the Top Rank Label, getting quite a deejay play and Dennis could ring the "bell" with this one. . . .

☆ ☆ ☆

For the past decade musical director and conductor of the Radio City Music Hall Orchestra, Raymond Paige has been invited to conduct the Miami Pops Symphony Orchestra Sunday, Aug. 7. . . . Official Films Prexy Seymour Reed proudly lets us know that Grace Sullivan has sold "Almanac" firm's 5-minute documentary newsreel series to WOR-TV, making this the 75th market. . . . Headman Dave Bader of Durham Telefilms at the signing stage for a new TV syndication deal which, when announced, will make quite a splash. . . . In town from Hollywood on a business-vacation jaunt is Jerome Thor, who made the trenchcoat famous in his "Foreign Intrigue" thrillers. Jerry is the star of a new adventure series, 7 of which have already completed. . . . The Lambasters will "roast" cleffer Sammy Stept at the Lambs Club, Monday, June 6. One of the stem's most popular songwriters, Sammy is the writer of "That's My Weakness Now," "Please Don't Talk About Me When I'm Gone," "I'll Always Be In Love With You." . . . Stan Quinn, after 22 years with J. Walter Thompson where he produced "Kraft Music Hall," "Lux Video Theatre" and others, has resigned to become veepee and director of broadcast programming and productions at Doherty, Clifford, Steers and Shenfield. . . . Alan King, guesting tonight on "Jazzbo" Collins' WINS program from Leone's, will talk about Broadway in general and his latest Seeco LP Album, "In Suburbia." . . . Inactive for the past ten years, the CBSymphony Orchestra, under the direction of Alfredo Antonini, will be featured on "American Soloist" Thursday, June 9. Soloists include pianist John Browning, violinist Aaron Rosand and harmonicartist John Sebastian. . . .

Raymond Paige

AMPP, ATFP, Ziv-UA

(*Continued from page* 1)

Richard Jencks and Maurice Unger, representing these organizations, respectively, sent separate wires to the Writers Guild's Eastern and Western branches withdrawing all previous contract offers and proposals.

Unger, in his wire, also confirmed the membership of Ziv-UA in the ATFP.

No one at the offices at the Writers Guild was available for comment here tonight.

Probe of Six Federal Groups to Include FCC

From THE DAILY Bureau

WASHINGTON, May 26. – Chairman Magnuson (D., Wash.), of the Senate Interstate Commerce Committee, states that his committee will conduct a thorough inquiry into the six Federal regulatory agencies during 1961.

The Federal Communications Commission will be one of the bodies to be investigated.

'Oscar' Con

(*Continued from page*

were three separate cont
$2,000 prize contest with ter
the special $500 U. S. Savin
award for the best Academy
promotion campaign in con
with the local Pepsi-Cola bott
an additional $100 Canadian
Bond award for the outstandi
paign awarded by the Pepsi-Co
pany of Canada.

The list of prize winners
Michael Dorso, Community
Kingston, N.Y. (a one week
wood vacation for two, or $
cash); Thomas J. Mitchell, Pa
Theatre, Baton Rouge, La. ($
Savings Bond); John G.
Strand Theatre, Scranton, Pa
U. S. Savings Bond); and Ivan
Orpheum Theatre, Vancouve
Canada ($100 U. S. Savings B
Canadian $100 Savings Bond
outstanding Canadian entry).

The following six entries w
receive a $50 U. S. Saving
Jerry Baker, RKO Keith
Washington, D. C.; A. DeRag
ter Reade Theatres, Plainfiel
J. G. Fustey, Gaiety Theatre,
peg, Canada; Karl F. Hemlebe
tol Theatre, Aberdeen, S. I
Rogers, Loew's Theatre,
Ohio; and Bill Sorenson, F
Coast Theatre, Long Beach,

The winner of the $500 U.
ings Bond prize for the best
Awards campaign tied in wi
cal Pepsi-Cola bottler was a
by Ivan Ackery, Orpheum
Vancouver, B. C., Canada.

Certificates of Merit

Those receiving certificates
are: Chris Gorder, Fort
Poplar, Mont.; Robert L.
Palace Theatre, Norwich, Con
Haines, Fox Theatre, Sidney
Dwight F. Perrey, Crest
Superior, Nebr.; Fred McB
Theatre, Upper Sandusky, Oh
Helen Steinline, Maumee
Maumee, Ohio; Merle J. Bur
Theatre, Menno, S. D.; Ros
Bell, Taylorville Theatres,
ville, Ill.; C. H. Stewart, Wac
tre, Waco, Tex.; W. J. Tow
Theatre, Rock Island, Ill.; Fr
tar, N. T. & T. Amusement
tion, Kansas City, Mo.; Joe
Fox Joplin Theatres, Joplin, M
Boucher, Gulf Theatre, R
Tex.; John di Benedetto, Loe
Theatre, Worcester, Mass.;
Wilske, State Theatre Compa
field, S. D.; Curtis Mees,
Theatres, Nyack, N. Y.; and
Kessler, Benn Theatre, Phila

Giant Sign for 'Ps

A giant five-story electric "
ular," spelling out the title o
Hitchcock's "Psycho" in letters
high, is soon to be unveiled
Seventh Avenue and 47th
facade of the DeMille Theat
The sign will herald the dual
lease engagement of the Pa
film at the DeMille and Baron
ing on June 16.

ENT TALK

riety Club News

ALO—Tent No. 7 will hold a meeting of barkers in the ıs on the evening of June 6, report will be given on the r the Toronto convention of Clubs International. Dinner erved at 6:30 P.M. The crew n convene and the general will follow.

ıs Plan Approved

ontinued from page 1)

meetings in other areas will us, a member of the Compo te, presented the area merg plan in detail. It was one st attended meetings here in ıe.

s explained that the plan re- ne cooperation of all exhibihe area and that the results nsin showed that both first sequent run houses benefited campaign. He produced figh showed that pictures which n low grosses in areas where e given normal publicity and n had piled up big grosses e saturation publicity treat- en in Wisconsin, and had ac- tgrossed outstanding pictures y played in the same theatres. t, prepared by Compo, de- the results of these individual ıs, was distributed at the

Clarifies Costs

s explained that the costs of notion, shared by exhibitors distributor of the picture se- or the campaign, were re- small for the individual thea- h campaign, he explained, tailored to fit the needs of the r picture selected. In some evision, radio and newspapers d, in others only one or two media.

tain the maximum benefits of a, Marcus said, it should be uing campaign with institu- ublicity to encourage theatre- terspersed with individual pic- motion. He also stressed the nce of the theatres providing able seating, good projection, e rest rooms and courteous es.

Queried by Delegates

interest of the exhibitors was l in the many questions on phases of the operation asked Marcus' talk, which was heard 100 exhibitors, many of whom over from the annual meeting llied MPTO of Western Penn- , which was held here yester-

present were Charles E. Mc- executive secretary of Compo; Velde of United Artists, rep- g the general sales managers tee of the Motion Picture Charles Simonelli of Universal Ferguson of Columbia, representing the MPAA advertising and publicity directors committee, and Alec Moss of the Compo staff.

The subject of Western Pennsylvania's return to membership in Allied States Association did not come up during the two-day session, which was presided over by president Harry Hendel, convention chairman.

George Stern President

George Stern was elected the new president of Western Pennsylvania Allied. Other officers included George Tiee, vice-president and Elmer Hasley, treasurer.

The new board of directors includes Harry Hendel, Frank Lewis, Bert Stern, Al Tate, Ernie Warren and Gabe Rubin.

Other highlights of the two-day meet were a cocktail party in the Riverboat Room of the Penn-Sheraton, a dinner dance at the Ankara night club and finally, an invitation to see "Can-Can" at the Nixon Theatre.

Loew's Board

(*Continued from page* 1)

poration director; Lewis Gruber, chairman of P. Lorillard Co.; Preston R. Tisch, of Tisch Hotels, Inc., and Jay Wells, president of Wells Television.

The proposed amendment to enlarge the board met with spirited opposition from a small but voluble group of stockholders led by Martha Brand, owner of 150 shares, and Wilma Soss, of the Federation of Women Shareholders. The former at one point threatened to enlist other stockholders in court action to enjoin the election of new directors. She charged the changes in the board constituted "collusion" to make the company realty assets available to Tisch interests.

'No Deal,' Says Friedman

Leopold Friedman, board chairman of Loew's Theatres, assured Mrs. Brand there is "no deal of any kind between Loew's Theatres and Tisch."

He said that two of the projects criticized by Mrs. Brand—the erection of a hotel on the site of the Loew's Lexington Theatre, Manhattan, and leasing of the Loew's 72nd Street Theatre site to Tishman Realty Co. for the erection of a new apartment building—are in the best interests of Loew's Theatres stockholders. He pointed out, too, there is no connection between Tisch and Tishman Realty.

Income from both the Lexington and 72nd Street theatres was substantially less than the properties will return under the new plans, it was stated by Eugene Picker, Loew's Theatres president, in talking to reporters after the meeting.

The Tishman lease on the 72nd Street property will return the company a minimum of $200,000 annually, net, with possibilities of increases above that figure. Picker declined to say what the theatre's recent earnings have been, but it is understood the net was less than $100,000 annually.

Lawrence A. Tisch (left), Loew's Theatres director and chairman of the finance committee, with Eugene Picker, president and chief executive officer of the company, at the stockholders meeting yesterday.

It was explained that in the case of the Lexington Theatre property, the plans to include a theatre in the new hotel structure were abandoned when it became apparent that because of the location a garage structure would be economically more desirable than a theatre in the same space.

Picker said, however, that new theatres are planned by Loew's in both the Lexington and the 72nd Street theatre areas to replace those being converted.

Tisch was urged by Mrs. Soss to tell the stockholders what his "intentions" are, "since he will dominate this new board."

'I Can Make One Pledge to You'

Tisch said, "I can make one pledge to you. I'm in this company to work for the benefit of all the stockholders."

Tisch interests own approximately 615,000 shares of Loew's Theatres stock, or about 25 per cent of the 2,600,000 shares outstanding. Friedman, replying to the charge of "collusion" between the company and Tisch voiced by Mrs. Brand, remarked that he thought "it was a great tribute to our company that Mr. Tisch thought well enough of it to invest in it so substantially."

The vote on the amendment of the certificate of incorporation to permit enlarging the board was 2,192,472 in favor, and 48,092 opposed. The voted for election of the five new directors was comparable. There were 2,233,724 shares, or more than 80 per cent of the total outstanding, represented at the meeting.

$500,000 for 'Road'

Columbia Pictures has allocated almost $500,000 for a promotional push in connection with William Goetz' "The Mountain Road," which will open today in saturation bookings all over the country. Of the $500,000 budget allocated, Columbia has already spent almost $300,000 in the form of radio and television, both local and national, and cooperative newspaper advertising.

L.A. Dates for 'Hours'

"The Gallant Hours" will begin a multiple run engagement in 30 theatres in the Los Angeles area on June 8.

Loew's Circuit

(*Continued from page* 1)

72nd Street site and a hotel on the Lexington site.

Tisch said Loew's Theatres would have up to $50,000,000 available for acquisition of a major outside company. "We are wide open on diversification," he said. "We are interested in all fields, but are looking for a major acquisition outside the theatre and realty fields. We need a very substantial outside interest. One of that kind is preferred to 10 small acquisitions."

He said the $50,000,000 cash could be generated through cash now on hand ($15,000,000), a cash flow of $5,000,000 annually this year and next, the sale of come non-productive assets and "some borrowing."

Picker said the company's current quarter will more than make up the one cent per share that the first half wound up behind the corresponding period a year earlier. The company is now in the third quarter of its fiscal year and Picker said the period was marked by a "very, very good first eight weeks." The current quarter ends next Tuesday.

Levine Budget

(*Continued from page* 1)

release the spectacle in a mass saturation throughout the British Isles this summer.

Levine, who originally earmarked 50,000 pounds ($140,000) for the "Hercules Unchained" campaign, upped by 3,000 pounds the budget for outdoor poster advertising, the largest single increase in his overall budget expansion.

Other campaign increases include extensive radio and television spots, lobby displays and additional full-page newspaper and magazine ads.

The Embassy executive will blanket the heavily populated areas of London, Edinburgh, Manchester, Liverpool and Birmingham.

Defense Documentary Wins Award on Release

From THE DAILY Bureau

WASHINGTON, May 26.—As the Department of Defense released its 1960 color film documentary, "The Ramparts We Watch," Assistant Secretary of Defense Murray Snyder received a Freedoms Foundation award from Dr. Kenneth D. Wells here for last year's film report "The Common Defense."

Shown to the public in the United States and world-wide to the Armed Forces, both documentaries show the progress of the Services in the nuclear and space age. Both are dedicated to the citation for "The Common Defense," which stated "a patriotic message for Americans engendering pride in what our Armed Forces are doing to protect the nation and the free world."

The new film, which is 16mm color and runs 20 minutes ranges the world and emphasizes the role of the U.S. and its Allies in manning the global ramparts against the Communist challenge.

WAIT FOR
THE **BIG** ONE
FROM THE COMPANY
THAT GAVE YOU
"**JOURNEY
TO THE
CENTER
OF THE
EARTH!**"

IRWIN ALLEN'S PRODUCTION O
SIR ARTHUR CONAN DOYL

THE LOST WORLD

COLOR by DE LUXE CINEMASCOPE

CA
TH
MA
FRO
20th

All
News
hat
News

MOTION PICTURE DAILY

Concise
and
to the
Point

, NO. 104 NEW YORK, U.S.A., TUESDAY, MAY 31, 1960 TEN CENTS

'ay-TV

kus Urges ɔduction Exhibitors

Look to Studios for sed Schedules

ʻpccial to THE DAILY

ʼTA, May 30. – "The time d when exhibitors must unite company capable of financing additional product," Albert M. Pickus, president of Theatre Owners of America, told the combined conventions of Alabama Theatres Assn. MPTO of Georgia and the Tennessee TOA at the Dinkler Plaza Hotel here to-ıing the product shortage the ssing exhibitor problem to-

1. Pickus

ʼontinued on page 7)

ʼtlett Says He's ʼn Firing Line'

ʸ SAUL OSTROVE

ictures that make it big to-ıose which are talked about," ɔducer-director-writer Hall who thinks his forthcoming Young Men," for Columbia one of those pictures.

compared himself to a man ɔs up to the firing line in ic market with something I ı." He told the trade press lumbia home office here that ɔff-beat casting for "All the en" in order to help shade n war story with "gray char-ı an attempt to depart from war types.

; in the picture, which will ɛd in September with spe-

ʼontinued on page 8)

ION TODAY—page 6

New Color Newsreel Scheduled by Pathe; Growth in Interest, Cuts in Cost Cited

From THE DAILY Bureau

LONDON, May 30.—An increased interest in color newsreels and the fact that they now participate in the Production Fund has encouraged Pathe News, which recently released a film on the wedding of Princess Margaret in color, to cover another top event in the same manner.

Pathe announced at the weekend that it will film in Technicolor "The Derby," described as "Britain's greatest horseracing event." It is the first time, Pathe said, that a national news event such as this has been made in color.

Pathe officials said they were encouraged by the "speedy delivery and world-wide success" of the recent "Royal Wedding." As in the case of that picture they believe that the anticipated television newsreels of the derby will act as a trailer for their color film.

Previously, they pointed out, cost and time factors prevented the use of color for newsreels. Now Pathe will proceed with the full cooperation of the Technicolor Laboratories, who have promised delivery of the required 240 prints within 24 hours.

Keeter Receives First Will Rogers Award

Harold Keeter, of the United Artists Charlotte, N. C., exchange, will receive the first national award to be presented to the one man in the industry responsible for the best results and most original campaign contribution to the Will Rogers Hospital Fund drive. Keeter was distributor chairman in the Charlotte territory for the Will Rogers audience collection and Christmas salute for 1959-60.

Presentation will be made by A. Montague, hospital president, at the board of directors meeting June 24.

The Will Rogers "Man-of-the-Year" award is in the form of a golden statue of Will Rogers, and is a mini-

(*Continued on page* 6)

Photographic-Products Imports Show Increase

From THE DAILY Bureau

WASHINGTON, May 30. – The motion picture division of the Department of Commerce reported over the weekend that photographic products, both still and motion, valued at $13,164,440 were imported into the U.S. during the 1960 first quarter. This represents an actual increase of about 13 per cent over the 1959 first quarter total of approximately 10.9 million dollars. (The census bureau added this year several categories which did not appear in the import listing last year.)

Sensitized, unexposed, photographic and motion picture film imported in-

(*Continued on page* 6)

REVIEW:

Hercules Unchained

Joseph E. Levine—Warner Bros.—Dyaliscope

Joseph E. Levine's chance to make Summer lightning strike twice at the box office is at hand. His product for July release by Warner Bros. is "Hercules Unchained," second in a series of French-Italian co-productions—there will be more—concerning the Grecian strongman upon whose bold shoulders Levine is balancing a $1,200,000 campaign. This latest adventure is a busy, colorful show of beautiful, seductive women; duplicity and royal insanity; tigers hungry for human flesh; all sorts of ancient weaponry; a substantial dose of heroics, and a long, dangerous loss of memory by Steve Reeves, the bearded and indomitable Hercules.

Traveling with his bride Iole (Sylva Koscina) and his young friend

(*Continued on page* 6)

Variety Meet

Slate Emanuel As New Int'l. Chief Barker

Los Angeles, New York Bid For '63, '64 Conclaves

Special to THE DAILY

TORONTO, May 30. – Edward Emanuel of Philadelphia, first assistant international chief barker of Variety Clubs, is scheduled to be named international chief barker at the 33rd annual convention which will open in the Royal York Hotel here tomorrow. Emanuel will be elected to a two-year term, succeeding George W. Eby, of Pittsburgh, the outgoing international chief barker.

Others scheduled to be elected to international posts at the convention include Rotus Harvey of San Francisco, who will step up from second assistant international chief barker to first assistant; Ezra Stern, who will

(*Continued on page* 8)

AMPP in Music Pact; WGA Talks Continuing

By SAMUEL D. BERNS

HOLLYWOOD, May 30. – Representative of the Association of Motion Picture Producers have concluded negotiations with the Composers and Lyricists Guild of America for a four-year contract, the first of its kind signed by the two organizations.

The joint announcement, made by Charles Boren, for the AMPP, and Keith Stevens, for the guild, gave no details of the deal, but it was stated that the provisions of the contract

(*Continued on page* 8)

Emphasizes Movement As Aid in Advertising

Special to THE DAILY

ATLANTA, May 30. – "Embassy Pictures is determined to put motion into motion picture merchandising, and wherever possible will include animated and three dimensional effects in theatre promotion of all its future attractions," declared Embassy vice-president Eddie Solomon today

(*Continued on page* 7)

'World' To Have Large Comic Strip Campaign

Twentieth Century-Fox's "The Lost World" has been set for the largest specially-tailored comic strip advertising campaign in newspaper comic supplements in the company's history, according to Charles Einfeld, vice-president.

Totalling 75 million in circulation through the *Puck Comic Weekly*, the *Metro Sunday Comics* and seven Southwestern independents, 85 newspapers in every state of the Union will carry full-color story-in-pictures spreads on Sunday, July 10, just 3 days before the world premiere at New York's Warner Theatre.

The film company will back the national launching of the film with big television and "summer audience" radio advertising campaign beginning July 1 in more than 50 markets.

"The Lost World" goes into national saturation release on July 14.

'Babette' Coming June 7

Columbia Pictures' "Babette Goes to War" will have its New York opening at the Paris Theatre on June 7.

PERSONAL MENTION

JOHN R. CLARK, JR., president and general manager of Technicolor, Inc., returns to his desk in Hollywood today after business trips to London and New York.

•

DAVID A. BADER, president of Durham Telefilms, Inc., will return here tomorrow from Toronto.

•

HELEN R. SMAKWITZ, daughter of CHARLES A. SMAKWITZ, Stanley Warner zone manager for New York and New Jersey, and MRS. SMAKWITZ, was married Sunday to HOWARD HUFF, of Newark, at the Oheb Shalom Congregation in South Orange.

•

HARRY THOMAS, head of Harry Thomas Enterprises, was in Atlanta at the weekend on his way to New Orleans.

•

ED GALLNER, Eastern press representative for M-G-M, has returned to Philadelphia from Albany, N. Y.

•

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., leaves New York today for Milwaukee and Cincinnati. He will return here Friday.

•

TOM CONROY, of the production department, Cinerama, Inc., has returned to the Coast studios followng visits to London, Paris, Frankfurt and Munich.

•

RICHARD GORDON of Gordon Films, Inc., left here over the weekend for Toronto to arrange distribution deals for GEORGE MINTER's new product and to attend thea Variety Clubs International convention.

•

BILLY WILDER, producer and director of Mirisch Company's "The Apartment," and LEON ROTH, Mirisch Company vice-president, arrived here at the weekend from Chicago.

German, NSS Contribute Prizes for Golf Fete

William J. German, Inc., has contributed the prizes for the foursome winners and National Screen Service has contributed the prizes for the foursome runners-up in the ninth annual film industry golf tournament and funfest being sponsored by New York's Cinema Lodge at the Ryewood Country Club at Rye, New York, on Thursday, June 16, it was announced by Martin Levine, chairman of the tournament.

The foursome prizes are in addition to the prizes awarded to the low net; low gross; nearest to cup; longest drive; greatest number of birdies in the tournament. Cinema president Abe Dickstein has again stressed that the sole purpose of the tournament is to bring industryites of all faiths together for a day of sport and fun under the sponsorship of Cinema Lodge.

Mayer Goes to Tokyo

Seymour Mayer, vice-president of Metro-Goldwyn-Mayer International, flies to Tokyo tomorrow. He will proceed to Manila to attend the opening of "Ben-Hur" at the Ideal Theatre on June 8, returning to Japan immediately thereafter. In Japan, he will set deals for additional key city openings of "Ben-Hur" in September. He will be gone for three weeks.

'Unforgiven' $222,885

Hecht-Hill-Lancaster's "The Unforgiven" grossed $222,885 in its seven weeks at Loew's Capitol Theatre here, according to United Artists.

Ask Special 'Osca For 'Road Show'

The Northern California Association, an affiliate of t tre Owners of America, h upon the Academy of Motio Arts and Sciences to create category of awards for t show" type of motion pictur announced here.

Irving M. Levin, presid clared the resolution, alt mentioned no special pict largely prompted by the "Oscars" received by "Ben-H the fact that the picture wou available for general theatric tion for many, many months Academy made its awards.

His Association felt, he that such special films sh placed in a special categor competition would be fairer pointed out that award win tures not of this special cali be more readily available t and for the public to see.

Sees Greater Flexibili

The resolution, adopted b sociation membership last w gested" to the Academy of Sciences that "motion pictur and released for 'road show' be placed in a special cate be subject to award as suc providing for greater flex granting awards and elimina could become unfair compe tween such pictures and the tremendous impact."

'Hero' Is Selected Festival at Stratfo

"Home Is the Hero," a film starring Arthur Kennedy turing the Abbey Players, selected for the first Stratfor tional film festival, to open Stratford, Conn., it was a by Albert M. Pickus, festi man, and Val Chevron, festi tive director.

Kennedy, who is a residen by Westport, Conn., will be for the screening, which w American premiere of the pi to take part in festival activ seven-day festival will be h 750-seat Stratford Theatre in necticut community.

An Announcement

TO ALL OUR FRIENDS

IN THE ENTERTAINMENT PROFESSION

AS OF APRIL 1ST, 1960

Dorice Lucey

Former Traffic Manager of Warner Bros. Pictures

AND

Jim Larkin

Previously Special Sales Officer with British Overseas Airways

HAVE FOUNDED

TRANSPORTATION

COUNSELORS INC.

Time & Life Building, Rockefeller Center • JU 2-8110

"To Better Serve the Travel Needs of the Industry"

NEW YORK THEA

RADIO CITY MUSIC
Rockefeller Center • Ci 6-4
WALT DISNEY'S 'Pollya
Starring JANE WYMAN • RICHAR
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION
In TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HA

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herber Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywo Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the wor Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Cl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 ti as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single

BLOCKBUSTERS ARE ROLLING AT 20th !!!

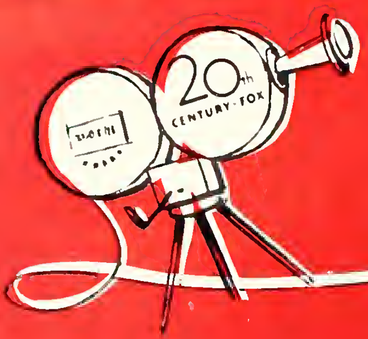
And the STARS in these BLOCKBUSTERS read like HOLLYWOOD'S WHO'S WHO!

They are:

MARILYN MONROE · BING CROSBY · PAUL NEWMAN · MONTGOMERY CLIFT
JOHN WAYNE · ERNIE KOVACS · SOPHIA LOREN · ALAN LADD
STEWART GRANGER · JOANNE WOODWARD · YVES MONTAND
TONY RANDALL · MILTON BERLE · FRANKIE VAUGHAN · LEE REMICK
VITTORIO DE SICA · PETER SELLERS · CAPUCINE · WILFRED HYDE-WHITE
DON MURRAY · MYRNA LOY · DOLORES MICHAELS · FABIAN
JILL ST. JOHN · MICHAEL RENNIE · FERNANDO LAMAS · LEON AMES
JO VAN FLEET · STUART WHITMAN · TUESDAY WELD
NICOLE MAUREY · DAVID HEDISON · DAN O'HERLIHY · CLAUDE RAINS
RAY STRICKLYN · RICHARD HAYDN · TREVOR HOWARD
DEAN STOCKWELL · WENDY HILLER · RICHARD BEYMER
TOM TRYON · VIVECA LINDFORS · PEGGY WOOD
JEFF MORROW · MARY URE · HEATHER SEARS
and introducing ELANA EDEN

LOOK

BLOCKBUSTERS SHOOTING:



JERRY WALD'S PRODUCTION OF

"LET'S MAKE LOVE"

Directed by GEORGE CUKOR · Original Screenplay by NORMAN KRASNA
Lyrics and Music by SAMMY CAHN and JAMES VAN HEUSEN

"HIGH TIME"

Produced by CHARLES BRACKETT · Directed by BLAKE EDWARDS
Screenplay by TOM WALDMAN and FRANK WALDMAN
Based on an original Story and Screenplay by GARSON KANIN
Lyrics and Music by SAMMY CAHN and JAMES VAN HEUSEN
Picture Score by HENRY MANCINI

"GO NORTH"

Directed by HENRY HATHAWAY
Screenplay by JOHN LEE MAHIN and MARTIN RACKIN

GEORGE BERNARD SHAW'S

"THE MILLIONAIRESS"

Produced by ANATOLE DE GRUNWALD
Directed by ANTHONY ASQUITH

IRWIN ALLEN'S PRODUCTION OF SIR ARTHUR CONAN DOYLE'S

"THE LOST WORLD"

Produced and Directed by IRWIN ALLEN
Screenplay by IRWIN ALLEN and CHARLES BENNETT

"ONE FOOT IN HELL"

Produced by SYDNEY BOEHM
Directed by JAMES B. CLARK
Screenplay by AARON SPELLING
AND SYDNEY BOEHM

BLOCKBUSTERS READY:

MARK ROBSON'S PRODUCTION OF JOHN O'HARA'S

"FROM THE TERRACE"

Directed by MARK ROBSON
Screenplay by ERNEST LEHMAN

DARRYL F. ZANUCK PRODUCTIONS'

"CRACK IN THE MIRROR"

Directed by RICHARD FLEISCHER · Screenplay by MARK CANFIELD
Based on the novel by MARCEL HAEDRICH

ELIA KAZAN'S

"WILD RIVER"

Screenplay by PAUL OSBORN

A SAMUEL G. ENGEL PRODUCTION

"THE STORY OF RUTH"

Directed by HENRY KOSTER
Written for the screen by NORMAN CORWIN

JERRY WALD'S PRODUCTION OF D. H. LAWRENCE'S

"SONS AND LOVERS"

Screenplay by GAVIN LAMBERT and T. E. B. CLARKE

ALL WITH THOSE BUILT-IN HAPPY BOXOFFICE RETURNS!

20th Century-Fox

CBS Announces New Affiliate in Tacoma

The CBS Television Network is adding KTNT-TV, Channel 11, Tacoma, Wash., serving the Puget Sound area, to its list of affiliates, it was announced by Carl Ward, vice-president and director of affiliate relations, CBS Television Network. The new affiliation will become effective Wednesday.

Used in conjunction with KIRO-TV, Channel 7, Seattle, which continues as an affiliate, it is expected that the addition of KTNT-TV will enable advertisers to intensify their coverage of the Seattle-Tacoma market.

Both stations will be made available to advertisers at the current nighttime Class "A" rate of $1,000 until Jan. 1, 1961. Thereafter a combination rate of $1,300 will apply for the two stations. In case an advertiser does not desire the more intense coverage of the area, he may utilize either of the stations individually at a rate of $1,000.

FCC Would Deny Station To Loew's Theatres

From THE DAILY Bureau

WASHINGTON, May 30. – The Federal Communications Commission has ordered prepared a document that would deny the application of Loew's Theatres Broadcasting Corp., New York, for a new Class B FM station to operate on 100.3 megacycles. The commission plans to grant the application of Newark Broadcasting Corp., Newark, N. J.

This decision is in accord with an initial decision of last October. However FCC reserves the right to reach a different result upon the subsequent adoption and issuance of the formal decision.

Griffith to Star in Weekly Comedy Series

"The Andy Griffith Show," a new, weekly comedy series, will make its debut over the CBS Television Network in October under the sponsorship of General Foods Corporation, it was announced by William H. Hylan, CBS Television Network vice-president of sales administration.

The series will be presented Mondays at 9:30-10:00 PM, EDT. In his first regular network television series, Griffith will play a general factotum in the small town of Mayberry, U.S.A., whose observations are reminiscent of the late Will Rogers and Bob Burns.

'Lone Westerner' Set To Start Sept. 30

"The Lone Westerner," a half-hour filmed series starring Brian Keith in the role of a working cowman in the Southwest during the 1890s will make its debut as an NBC-TV Network Friday night series Sept. 30 (8:30 to 9 P.M., NYT).

Announcement of the debut of the series (originally titled "The Westerner") was made by David Levy, vice-president, programs and talent.

Hercules Unchained

(CONTINUED FROM PAGE 1)

Ulysses (Gabriel Antonini), Hercules is first accosted in a valley run by the giant Antaeus (Primo Carnera). Standing beside the former heavyweight champion of the modern world, Hercules seems small, but he gives the big bully a licking and a dunking in the sea and proceeds at will. Next stop is the cave of King Oedipus, and the aged ruler of Thebes is having his own troubles. His two spoiled sons, Eteocles and Polynices, both want to be king. Polynices presently is the rightful heir but his brother couldn't care less about legitimate succession. Hercules tells Oedipus not to worry, for the hero will restore legality to the throne.

But Hercules loses his memory when he drinks from the spring of forgetfulness. He later is seized and brought before Queen Omphale (Sylvia Lopez), a vamp if ever there was one. What the hero learns just in time is this: Omphale's lovers eventually become part of a wax museum. When she tires of them they are killed and preserved in lifelike form by Egyptians who spend their afternoons preparing the brew.

Aided by his friends from Ithaca, Hercules escapes to the sea. Omphale realizes she still loves him and, because she cannot live without him she jumps into the wax bath and presumably becomes part of her own collection. It is time now for the big battle scenes. Hercules first toys with a couple of tigers, then rejoins his friends, lends a mighty hand in the fray, and rescues his wife from a chubby, bald-headed officer not nearly as interesting as the hero.

In Eastman color by Pathe, "Hercules Unchained' is a Lux-Galatea and Lux De France co-production that is dubbed satisfactorily. A ballad, "Evening Star," was written by Mitchell Parish and crooned by June Valli.

Running time, 101 minutes. Release, in July.

SAUL OSTROVE

Cite Keeter

(*Continued from page* 1)

ature reproduction of the Jo Davison original work which stands in the rotunda at the hospital at Saranac Lake.

Keeter's contribution to the campaign of 1959-60, which won him the award, was the development of campaign tactics which produced a spectacular rise in returns from the Charlotte area. In dollars it was more than four times greater than the preceding year. An original feature in the Charlotte program, and which was a deciding factor in making the award was the development of 221 special benefit shows in addition to the normal national campaign plan of taking up audience collections and gathering employees' Christmas salutes.

The Will Rogers executive committee feels that the Keeter plan has great possibilities, and details will be made available to all area chairmen in the up-coming 1960-61 drive.

Keeter had put into operation a seven-stage program that commanded thorough coverage, and detailed follow-through features. "The crux of the campaign," said Keeter, "rests on stringent follow-up. In Charlotte we left no loopholes for slip-ups. Everything was covered, and checked and cross-checked—and the results circulated to the entire committee. I am happy the Charlotte area came through so well—and while the Man-of-the-Year statue is to be given to me, I will proudly accept it only as a representative of the entire Charlotte committee—the managers and salesmen who wholeheartedly contributed so much work to the campaign."

Photographic Products

(*Continued from page* 1)

creased five per cent to $2,922,304. Sensitized motion picture film, less than one inch in width, rose in quantity from 8,568,868 to 15,874,044 for the three-month period. Their respective valuation was $69,852 and $122,656.

For sensitized motion picture film, one inch or more in width, there was a sharp decline between last year's first quarter and this year's 37,168,945 valued at $411,160 to 4,841,763, valued at $56,023.

Motion picture camera imports increased from 15,384 valued at $620,292 in the first three months of 1959 to 28,684 valued at $847,472 for this year.

Parts of motion picture cameras imported during the first three months of 1960 were valued at $470,682—up from $184,211 in the comparable period last year.

'Huckleberry' in Tie-Up With Gas Companies

A national promotion tie-up has been consumated between the American Gas Association and the Samuel Goldwyn, Jr., production of "The Adventures of Huckleberry Finn," for M-G-M release. The campaign also will be keyed to the title-role star, Eddie Hodges, and his June 23 CBS-TV show, "The Secret World of Eddie Hodges."

Extending from national to local level, the promotion tie-up will include point of sale material distributed by local gas companies and full-page newspaper ads in 300 papers across the country. All member companies are being notified of further local promotion
lities.

PEOPL

Myron Segal, former bo
United Artists in Boston tod
to American Theatres Corp. as
to **Henri Schwartzberg,** hea
and booker for the circuit.
of **Harry Segal,** UA's branch
in Boston, **"Mike" Segal** h
with the company for sever
No replacement for him has
nounced.

☐

David Weinstein, formerly
of the Walter Reade Drive-i
in Atlantic City, has taken
the manager of the Hellman
Albany, N. Y.

☐

Gregory Conlon has been
to the post of theatrical trav
sentative for B.O.A.C.

☐

Bernice Joyce has resigned
er with Howco Films, Atlanta
joined Georgia Theatres.

☐

Robert Boovy, head booke
fice manager at Universal's
leans exchange, has resigne
a post with Gulf State Thea
Comb, Miss.

☐

Norman Nielsen has been
to manager of Cooper F
Theatres in Oklahoma City.
been assistant manager the
Cooper, Criterion, and Tow
tres of the circuit since Feb
came from Lincoln, Neb. Ni
associated with RKO Radio
for 27 years.

☐

Michael A. Jusko has re
manager of the Buffalo P
Pictures Dist. Corp. branch
been succeeded by **John S**
former office manager and
at the same exchange. **Ke**
also a recent office manag
Paramount branch has be
ferred to tthe Cleveland P
exchange.

☐

Ginarn Lao, manager for
International in Hong Kong,
elected president of the Li
of Hong Kong for the year
Lao, U-I manager for that
since 1946, and a Lehigh
has been a long-time Lion

'Hannibal' March

To re-enact one of the
ulous exploits of military
Warner Brothers will marc
phant from Carthage to Rom
tional news and contest eve
nection with the June relea
motion picture "Hannibal."
will stage its Carthage-to-
phant derby over a consider
ified course within the stat
York.

Powers to Head s Wompi Chapter

Special to THE DAILY

AS, May 30.—Marie Powers ood-Simmons booking agen- ucceed Thelma Jo Bailey, Al- sts, as president of the Dallas f the Women of the Motion Industry. Installation plans g made for a June meeting. officers are: Rosemary White, ident, Metro Goldwyn May- Virginia Elliott, vice-presi- ational Screen Service; Sue ield, recording secretary, ompo; Mrs. Florence Lowry, nding secretary, Paramount; s. Marie Russey, treasurer, ntury-Fox.

Six Directors Named

named as directors are: Mrs. Folsom, Interstate Theatres; ns, Warner Brothers; Rosa Lopert Films, Inc.; Mrs. White, Index Booking; Mrs. tler, Interstate Theatres, and ley.

rs' Withdrawn in delphia Suburb

Special to THE DAILY

ADELPHIA, May 30.—Boule- eatre, in suburban Brookline, the scheduled showing of vers" at the insistence of a area residents representing es as members of the Legion ency Committee and Holy ociety at Annunciation BVM n Brookline. A spokesman for mittee stated the possibility cott if the advertised French shown.

n Reese, manager of the ithdrew the film and substi- uddenly, Last Summer." He rised at the protest made on duled opening day since the had been well advertised in

Boston Theatres Patterson Fight

Special to THE DAILY

ON, May 30. — Three down- eatres will show the closed telecast of the Johanssen- fight on June 20, but each will have a slightly different he Keith Memorial will have reserved at $5 per person, im will have reserved seats rchestra at $5 and rush seats alconies at $4, while Loew's will have all rush seats

URRY FOR
L TRAILERS?
ack make them!

You'll be glad you did! We'll give you fast service and the finest quality!

FILMACK CHICAGO, ILL.

Pickus Urges Production by Exhibitors

(Continued from page 1)

day, Pickus said exhibitors cannot look to the present film companies for "any appreciable increase in production" and, therefore, it is up to the exhibitor to help himself.

"Only when the exhibitor digs down in his pocket and comes up with cash to finance more pictures will he get more pictures," the TOA president declared.

Pay-TV also came in for attention from Pickus, who asserted that it could kill theatre business if it catches on and urged his exhibitor audience to contribute to the financing of an anti-pay TV campaign being organized by the American Congress of Exhibitors and TOA and Allied States through the Joint Committee Against Pay-TV, headed by Phillip Harling.

Major efforts of the campaign will be to inform the public of pay-TV costs and to win support for passage of the Harris bill outlawing all forms of pay-TV.

'Few Unsolvable Problems'

Pickus said he is convinced there would be few "unsolvable problems" facing exhibitors today "if we had an adequate supply of good, marketable product from Hollywood."

"With enough film," he said, "theatres could plan, book and merchandise their wares agressively and intelligently instead of operating on a day-by-day basis, never knowing what next week's film will be.

"They could select those films they believe best suited to their situations, and go a long way toward re-instilling the movie-going habit in their communities. They could earn a reasonable profit and plow part of their earnings back into plant modernization. They could pay a total gross film rental, thanks to increased patronage, and thus encourage even more production."

Nevertheless, he told the convention, "I would say quite candidly that under present conditions I do not believe we will get increased production from the existing film companies. I have great respect for the heads of those companies. I believe they are sincere in their desire to keep every theatre operating, and that they know a healthy theatre industry is necessary for their future."

Sees 75% of Income from Theatres

Pickus said 75 per cent of major companies' income is from theatres and that alone should incline them to do everything possible to insure the continuance and health of theatres. But, he said, the company heads have an even greater obligation to their stockholders to maintain profitable operations. If therefore, they can show a profit on the present total film output of 200 to 250 pictures a year, why should they make more, and risk dilution of their profits? Pickus asked.

"It would appear," he said, "that with good current profits, and with a free TV and pay-TV film sales possibilities, none of the film companies are taking a long-range look at our industry to appreciate the fact that if theatres were fed a healthy diet of enough pictures they could return profits at least equal to the pie-in-the-sky promises of free and pay-TV."

Therefore, Pickus said, exhibitors should look at the formation of an exhibitor-sponsored company to finance additional product. As reported earlier, the company could count on about $2,000,000 of initial capital from the five national circuits which would contribute $400,000 each, and that additional cash would be forthcoming from independent exhibitors.

He said he didn't think many pictures will be required, that "a few" would be financed the first year and probably one a month thereafter. "They would be good pictures," he said, "but not necessarily very expensive pictures. Many would earn a profit."

Forecasts Two Results

He forecast two "immediate results": realization by the film companies they no longer hold a production monopoly, and that those companies would still earn good theatre profits despite the new film supply. Thereafter, he said, he believed the Hollywood companies would step up their own production and release programs.

Pickus said he does not believe that buying up post-'48 films from major company backlogs is the answer to exhibitor problems. This is a procedure approved by the American Congress of Exhibitors which is backing the Motion Picture Investors and the Ben Marcus plan for maintaining a flow of reissue to theatres, meanwhile, of course, making the most desirable films unavailable to television.

"We need more product, more new product," Pickus emphasized.

Discusses Pay-Television

Discussing pay-TV, Pickus said he does not believe it will be successful "because I can't imagine the public paying for something it is now getting free." Nevertheless, he said, he is concerned about the Telemeter operation in Toronto and the projected one in Hartford, Conn., "because even in failure they could hurt, if not close, many theatres in the areas of the experiments."

Accordingly, he called upon the exhibitors to join in the work of the Joint Committee Against Pay TV and contribute to it financially.

Sees Movement as Aid to Ads

(Continued from page 1)

in an address before the Southeast Theatre Owners Convention here.

Solomon, in illustrating his company's position to theatre owners from Alabama, Tennessee and Georgia, displayed the nine-foot-tall, animated double flasher full color lobby standee on "Hercules Unchained," Joseph E. Levine's spectacle which Warner Bros. will release this summer.

"For a product which itself depends on motion to attract and interest the customer," Solomon stated, "it is unreasonable that we should sell this merchandise in a static and life-less manner. We, therefore, have instructed our accessory designers to investigate all types of animated merchandising pieces to give 'Hercules Unchained' and our future product the proper appeal.

"An animated accessory," continued Solomon, "does more than just hold the interest of the passerby. It generates the excitement of the subject matter and immediately makes the potential theatre-goer feel as if he is sampling the action which the film offers."

The special animated standees for "Hercules Unchained" are available to exhibitors directly from Embassy Pictures at a nominal charge.

At nine feet in height, the standee is among the largest ever devised for theatre lobby display. Constructed by the Hennegan Company of Cincinnati, the standee features a movable chariot race with lightning flashing behind a dimensional cut-out of Steve Reeves as "Hercules Unchained."

'Portrait' Tie-Ups Set

"Portrait in Black," the Ross Hunter Production for Universal-International release, will receive an all-out supplementary promotional advertising campaign through television spots, radio spots and extensive magazine advertising as a result of tie-ups on Sandra Dee, co-star of the picture, with both Lustre Creme and Coppertone.

Wanted:

ASSISTANT FILM EDITOR

Top Opportunity In Industrial Filming

To work with Industrial Motion Picture Unit of internationally-known company in New York State.

Must be experienced in 16mm double system editing and A&B roll cutting.

All replies held in confidence.

Please write full details to:

Box 531 MOTION PICTURE DAILY
1270 SIXTH AVE., N. Y. 20

REVIEWS

The Electronic Monster

Columbia

American, English and Continental performers are brought together in "The Electronic Monster," a film that examines a madman's use of electronic hypnosis to treat mental illness. But what interests Rod Cameron, investigator for a New York insurance company, are the circumstances beclouding the death of one of his firm's most heavily insured clients, a motion picture star who was an out-patient at the French Riviera retreat run by Peter Illing, a chap who murders for sport.

Illing's fiancee is played by Mary Murphy, one of Cameron's old girl friends, and Rod wins her in the end. A deathly dose of his own electrodes is administered to Illing by Meredith Edwards, a doctor in the murderer's employ, whose own wife Illing orders killed. Patients are treated with "dream tapes," whose waves are received electronically when a rig, resembling a catcher's mask is placed over the head. Ostensibly, such therapy could be put to legitimate use and this was done when Edwards was running the hospital.

The "dream sequences" combine barbaric ritual, flagellation, the use of skeletons, beautiful young women in skimpy costumes, and interpretative ballet. 'Tis no wonder that, after sleeping patients are exposed to such a freak show, they hardly dare close their eyes again.

Running time, 72 minutes. Release, in May.

SAUL OSTROVE

Bluebeard's Ten Honeymoons

Allied Artists

HOLLYWOOD, May 30

George Sanders has a field day in portraying a cunning *bon vivant*, who resorts to murdering a number of wealthy women who fall for his promise of marriage, in order to get money which will place him in a more favorable position with Corinne Calvet, a frivolous night club singer.

Roy Parkinson's production values, set against a Parisian background, provide the bootstraps for the hackneyed premise of the screenplay, which would have one believe that Sanders, a man who displays such *savoir faire*, could fall for the obvious cliche that Miss Calvet's mother has to have an operation and needs money to take care of her. Miss Calvet indicates that she would be "more than appreciative" when she gets the money.

Sanders, acting as a scout for an antique dealer, believes he has charmed Patricia Roc into selling her furniture at a price which would give him a substantial commission and thereby satisfy Miss Calvet's "needs." Sanders is surprised to learn that Miss Roc has sold her furniture to someone else at a higher price, and has an argument with her near a railroad track where she falls to an accidental death. He takes her apartment key from her purse and turns over her furniture to his dealer; and Miss Roc is reported missing by her sister, Ingrid Hafner.

Sanders now finds it easy to commit murder and obtain money for his nest egg for Miss Calvet, poisoning, drowning and cremating a long list of victims. But he gets his neck under the guillotine, after doing away with the unfaithful Miss Calvet, and being tracked down by Miss Roc's sister, who is saved from Sanders' clutches by the French police.

Myles Wilder wrote the screenplay, which received adequate direction by W. Lee Wilder.

Running time, 82 minutes. Release in May, 1960.

SAMUEL D. BERNS

Emanuel Slated for VCI Post

(*Continued from page 1*)

become an assistant international chief barker, and James Carreras, international property master.

John H. Harris of Pittsburgh will continue as big boss. Marc J. Wolf of Indianapolis is expected to be named ringmaster, succeeding the late Robert J. O'Donnell of Dallas, with Jack Beresin succeeding Wolf as main guy. Eby will continue on the international executive board, whose other members in addition to Harris, Wolf and Beresin are John H. Rowley and George C. Hoover.

Nathan Golden of Washington, D. C., is expected to continue as international heart chairman; James G. Balmer as ceremonial officer; Father Sylvester McCarthy, chaplain; Edward Shafton, fixer, and Tracy Hare, international charities committee.

The Los Angeles Tent is expected to make a strong bid to bring the annual convention there for 1963, while New York's Tent No. 35 delegation will campaign determinedly to get the 1964 convention for that city during its World's Fair year.

Next year's convention already has been awarded to Miami, and the 1962 conclave to Dublin, Ireland.

Extensive plans for welcoming and entertaining the several hundred barkers, ordinary conventioneers and their wives, have been made by convention committees of host Tent No. 28, as well as complete arrangements for a busy convention program. J. J. Fitzgibbons, Jr., is general convention chairman.

Registration will begin tomorrow morning, and the first business session will be held on Wednesday morning. The annual Heart reports will be presented on Friday, with the Heart awards being voted thereafter. The convention will close Saturday night with the annual presentation of the Humanitarian Award.

AMPP Signs Pact

(*Continued from page 1*)

now will be submitted to the executive board and membership of the guild for ratification.

Meanwhile, negotiations between the AMPP and the Writers Guild of America continue. The two groups meet here for three hours on Friday, but no statement of progress was issued by either side. Talks are expected to continue this week.

Theatre to Close

BOSTON, May 30. — The Central Square Theatre in Cambridge will close as a theatre on Sept. 1 and will be converted into a bowling alley. New England Theatres, Inc., a subsidiary of American Broadcasting-Paramount Theatres, owns the theatre and is leasing it to another party for the conversion. The ten-year lease includes an option to buy the property but if the lessees do not take up the option, it could easily be reconverted back into a motion picture theatre.

Bartlett on Firing Line

(*Continued from page 1*)

cial handling by Columbia, are Sidney Poitier, Alan Ladd, Mort Sahl and Ingemar Johansson, world's heavyweight boxing champion. To tempt the teenage audience, Bartlett also has cast James Darren, Glenn Corbett and newcomers Charles Quinliven, Joe Gallison and Lee Kinsolving. The producer's wife, Ana St. Clair, South American actress, makes her American debut in the picture.

Bartlett favors the "creative autonomy" he now finds at Columbia. He also praised the assistance rendered by Samuel J. Briskin, vice-president in charge of West Coast activities for Columbia, who aided in the 18 months preparation of the picture.

"All the Young Men" was filmed at Glacier National Park in Montana, because, Bartlett said, he wanted such a natural location—although he and his team were idled for 19 days when snow failed to fall.

Has Several Impressive Credits

Bartlett's commitment to Columbia ended with the delivery of "All the Young Men." The producer, whose past credits include the prize-winning "Navajo," "Crazylegs," "Unchained" and "Drango," currently is working on four other pictures which he will produce and direct. Bartlett added he no longer cares to write screenplays; they consume too much of his time.

In Paris and in French Equatorial Africa Bartlett will shoot in color "Chantal," adaptation of a French novel written by Guy de Cars. "Captains of the Sands" will be filmed in Brazil and Hollywood. Projects three and four will star Johansson and John Wayne, respectively.

Bartlett was especially pleased with Johansson's performance in "All the Young Men." Both the producer and Columbia executives will have their fingers crossed on June 20, when the Swede defends his championship against Floyd Patterson here.

Decent-Literature Attacks Film Indu

From THE DAILY Bure

WASHINGTON, May 30
motion picture industry was
before the Granahan (D., P
operations committee today
chief counsel of a Cincinna
ization, Citizens for Decent L
In a lengthy statement to th
Charles H. Keating, Jr., re
the film industry as one "w
become so deluded and e
so filled up with its own im
that it, or its representative
longer understand, much l
the basic values and meanin
nor be mature, adult, cre
true."

Includes Magazines and

Keating also vigorously
magazines and books widel
newsstands.

In opening the hearings,
Granahan stated that the c
of obscenity and pornograph
effects on the youth of Amer
no means limited to materia
through the mails." She conc
the subcommittee's "basic ju
relates to the postal serv
added that there is "an equ
pelling need to recognize th
that exists with relation to o
suggestive motion picture
zines, and books, generally."

Library of Congress Qu

Before Keating spoke, Re
han put into the record an
opinion from the Library of
which said that witnesses
by invitation before Con
committees are immune f
charges.

Boston Theatre S Records for Long

Special to THE DAIL

BOSTON, May 30. — T
Memorial Theatre, an RKO
house, has established an
record for length-of-run pic
year. Since Christmas only t
have played the theatre—"
Petticoat" for 8 weeks;
Beach" for 8 weeks and "Pl
Eat The Daisies" for 6 week

Furthermore, the theatre
solidly until Sept. 20. "Fl
India" is running now; next
Of Ruth," then "Pollyanna"
ally "Oceans 11."

Dipson Closes Or Shifts 1st-Run H

Special to THE DAIL

BUFFALO, May 30.—Th
circuit, which has its headq
Batavia, has closed the Brad
atre in the Pennsylvania to
same name.

Dipson, at the same
nounced it is shifting its fir
erations to the McKean
which has been operating
only for several years. The
Theatre was opened in th
days of the depression and
the survivor of a merger
Dipson and Shea interests.

ll
lews
at
ews

MOTION PICTURE
DAILY

Concise
and
to the
Point

ɔO. 105 NEW YORK, U.S.A., WEDNESDAY, JUNE 1, 1960 TEN CENTS

Agrees

ly Lifting N. Y. City ket Tax

red for Legitimate, Affect Film Houses

York City removes its five x on admissions over $1 o help avert an Actors sn. strike against legiti- e producers, industry at- d yesterday they believe uld have to be removed n picture theatre and other

ay, Mayor Wagner in lend- od offices to Equity and N. Y. Theatres negotiators roposal to drop the five cket tax was entitled to n by appropriate city offi-

proposal was advanced by ick, a producer, in a tele-

ntinued on page 5)

Drive Will 'New Faces'

is to be placed on "new he September-to-year-end 960, Edward L. Hyman, nt of American Broad- mount Theatres, said here rior to departing for the here he will launch the liscuss operational matters tes. Hyman was accom- Bernard Levy, his assist-

ng the "New faces" cam-

ntinued on page 5)

ıbscribe MPI for Pittsburgh

cial to THE DAILY

RGH, May 31.—Respond- orts from Ben Marcus and Hoff, on the progress to e proposed acquisition of product of the major film exhibitors of western ia over-subscribed the

ntinued on page 5)

ON TODAY—page 4

Protestant Report on Films, TV Goes to National Board Here Today

A report on the part that churches should play in seeking to improve the moral content of motion pictures and television and radio programs will be presented today to the general board of the National Council of Churches by its Broadcasting and Film Commission.

The statement, which is the result of a study of the industries made by the Commission, will be submitted to the board by a Commission official at the start of a two-day meeting at the Riverside Church here.

The report is then expected to be referred to the 33 constituent Protestant and Eastern Orthodox communions of the council for study, Dr. S. Franklin Mack, executive director of the Commission, said yesterday. They will submit their comments and these will be collated by the Commission for final policy and strategy.

While the Commission statement

(*Continued on page 4*)

Business Favorable for Memorial Day Weekend

Despite erratic weather and hold-over pictures in some theatres, business around Times Square, in the neighborhoods and in circuit houses around the country was regarded as favorable over the long Memorial Day weekend, exhibitors reported yesterday.

The Music Hall said "Pollyanna" did an excellent $92,000 for the three days. "Ben-Hur," long-term occupant at Loew's State, was estimated at $52,850 for the week ending today. At the Capitol, "The Rat Race" concluded its first six days yesterday with a grand $55,889.

"Crack in the Mirror" recorded a

(*Continued on page 4*)

Thompson and Gaylord Renamed by Dixie Units

Special to THE DAILY

ATLANTA, May 31. – James W. Gaylord, of Troy, Ala., was reelected president of the Alabama Theatres Association, and J. H. Thompson of Hawkinsville, Ga., was renamed head of Motion Picture Theatre Owners of

(*Continued on page 2*)

'Inherit' to Bow in London as Road Show

From THE DAILY Bureau

HOLLYWOOD, May 31. – Stanley Kramer's "Inherit the Wind" will be launched with a six-month global promotion campaign costing more than $1,000,000, and including a world premiere in London, the producer-director announced at a press conference here today. He said that United Artists has confirmed plans for a July 7 invitational world premiere at the As-

(*Continued on page 5*)

Predict Over $3,000,000 Raised for Variety Club Heart Projects Last Year

Special to THE DAILY

TORONTO, May 31. – Heart reports of the 46 Variety Club tents, scheduled to be presented to the 33d annual convention of Variety Clubs International on Friday are expected to disclose that more than $3,000,000 was raised by the tents last year for their charitable activities, known as Heart Projects, most of which are for the aid of handicapped children.

Registration for the annual convention began at the Royal York Hotel here this morning with every indication that attendance will approximate that of some of the most popular annual sessions held by Variety International.

The official program will not get under way until tomorrow morning, the first business session to be preceded by a Requiem Mass to be said for the late Robert J. O'Donnell of Dallas, Texas, who was ringmaster on the international executive board for several years prior to his death. Father Sylvester M. McCarthy, international chaplain, will officiate.

Following the opening business meeting, delegates will gather for the official opening luncheon. An afternoon business meeting also is scheduled.

On Thursday there will be breakfast meetings followed by forums, for

(*Continued on page 5*)

In Principle

NT&T Votes $400,000 for Film Company

Joins Four Other Circuits In Financing New Outfit

From THE DAILY Bureau

HOLLYWOOD, May 31. – The board of directors of National Theatres & Television, Inc. has voted approval in principle a plan whereby NT&T will join four other theatre circuits in providing the original financing for a new motion picture production-distribution company, it was announced today by B. Gerald Cantor, president of NT&T.

NT&T will deposit $400,000 in escrow with Chase National Bank, subject to deposit of like amounts by the other four circuits and approval of the NT&T directors of the specific commitments involved as soon as a definite plan has been worked out.

The other four companies are Loew's Theatres, RKO, Stanley War-

(*Continued on page 2*)

Expect Edict Tomorrow On Theatre-Pay Floor

From THE DAILY Bureau

WASHINGTON, May 31. – The House labor standards subcommittee met today but did not formally vote on Rep. James Roosevelt's (D., Calif.) proposal to exempt motion picture theatres from his bill broadening the minimum wage law.

Where there is some unanimity on a change, it is frequently not neces-

(*Continued on page 4*)

Publicists Association Reelects Dan Thomas

From THE DAILY Bureau

HOLLYWOOD, May 31. – Dan Thomas, Universal-International publicist, was reelected president of the Publicists Association, IATSE Local 818, for his third consecutive term, according to results of secret mail ballot announced by association.

Other officers elected for coming year included Milt Watt, U-I, first vice-president; Tom Jones, Disney,

(*Continued on page 4*)

PERSONAL MENTION

A. SCHNEIDER, president of Columbia Pictures, and M. J. FRANKOVITCH, president of Columbia Pictures International, arrived here from Europe yesterday aboard the "Queen Mary."

•

JACK H. LEVIN, president of Certified Reports, is in Toronto from New York.

•

HARVEY CHERTOK, supervisor of advertising-publicity for United Artists Associated, has returned to New York from Puerto Rico.

•

DR. ROBERT B. KARP was married in Hollywood on Sunday to SONDRA GAYLE PRICE. The groom, a captain in the U.S. Medical Corps, is the son of JACK KARP, Paramount vice-president in charge of production.

•

PHIL GERSDORF, who will handle the unit publicity for DARRYL F. ZANUCK'S "The Big Gamble" for 20th Century-Fox, has arrived in New York enroute to Paris.

•

BERNIE WILENS, head of the motion picture department at the William Morris Agency, has left New York for London and the Continent.

•

HARRY THOMAS, supervisor of physical operations for Gulf State Theatres, New Orleans, has left there for Lafayette, La.

•

LEON ROTH, Mirisch Co. vice-president, and BILLY WILDER have arrived in Washington from New York.

Rites Held for Brophy

SANTA MONICA, Cal., May 31.—Funeral services were held here today in Pierce Brothers Mortuary for Edward Brophy, 65, veteran character actor, who died Friday night. He is survived by his wife, Ann, and two brothers, John and Thomas.

gems of showmanship!...

SPECIAL TRAILERS

by national screen service

NSS Prepares Trailer For 'The Savage Eye'

Production of a special trailer for the Trans-Lux and Kingsley-International feature, "The Savage Eye," has been completed by National Screen Service at its studios here, according to Burton E. Robbins, NSS vice-president in charge of sales. The trailer is designed to aid the "top to bottom" exploitation campaign outlined on May 23 by Richard Brandt, Trans-Lux president, for the film which he termed, "off-beat."

Robbins said "The Savage Eye" trailer represents another achievement in the new art trailer concept. He added that the New York studios of NSS are specially geared for the creation of trailers for art films.

"The Savage Eye" opens at the Trans-Lux 52nd Street Theatre on June 6. The trailer is also being used for extensive cross-plugging at other Trans-Lux houses in the area.

Rule Detroit Tax on Air Conditioners Legal

Special to THE DAILY

DETROIT, May 31.—Judge George E. Bowles ruled here that a tax on water used in air conditioners that do not recirculate is legal. A lawsuit protesting the tax was filed by Theatre Control Corp., charging the rate was limited by city charter and was discriminating. The tax applies to theatres and stores.

The surcharge adopted by the city in 1957 provides $1.50 per ton of refrigerating, which will rise to $7.50 in 1961.

An idea of what this means is shown at the Fox Theatre which is currently installing a 30,000 pound unit with capacity of 290 tons daily. This York installation uses steam and recirculates water.

It is not known if Judge Bowles' ruling will be appealed.

Minneapolis Rites Held For Wilfred R. Frank

Special to THE DAILY

MINNEAPOLIS, May 31. — Services have been held at Lakewood Cemetery for Wilfred R. Frank, theatre owner and producer of this city, who died here last week. His interests included drive-in and conventional theatres here, also in West St. Paul, Owatonna, Willmar and Hutchinson.

Among the motion pictures which Frank produced were "Sitting Bull," "Dan Patch," "Boy, Girl and Dog" and "The Private Life of Dr. Paul Goebbels."

'Apartment' June 15

"The Apartment," United Artists release, will have its New York premiere at the Astor Theatre, on Wednesday, June 15.

New Murray-Wood Co. To Film 'Hoodlum Priest'

By SAUL OSTROVE

A Jesuit priest who says he probably would have become a criminal if he had not first become a clergyman will be the subject of "The Hoodlum Priest," the first film scheduled by the new Murray-Wood company (actor Don Murray and producer Walter Wood), for United Artists release.

The priest is 58-year-old Father Dismas Clark who has spent most of his career rehabilitating hardened criminals at his "Halfway House" in St. Louis, where convicts released from the nearby state penitentiary may readjust to life on the outside before returning to society. The film already has won approval from Catholic authorities, title and all. Father Clark has for many years been known in the midwest as the "hoodlum priest."

Murray and Wood outlined their production plans here yesterday. Shooting, on an 18-days schedule to be done entirely in St. Louis, will begin July 15. Joseph Landon is writing the screenplay but a director has not been selected. A cast is still being assembled.

Murray-Wood has two more films planned for 1960, including a story about the advertising business. Wood has been a promotion executive at RKO and vice-president of Cunningham and Walsh advertising agency.

Ad-Pub Group to Hear Promotion Proposals

Two proposals for joint industry promotion programs to be launched in the fall will be considered by the advertising and publicity directors committee of the Motion Picture Ass'n. at its regular monthly meeting here Thursday.

Thompson, Gaylord

(*Continued from page 1*)

Georgia at the combined convention of Alabama, Georgia and Tennessee theatre owners held at the Dinkler Plaza Hotel here.

Thompson, in an address to the convention, placed heavy stress on the improvement now evident in the theatre business of the tri-state area.

Speakers from the Atlanta exchanges included Gerald M. Rafshoon, Leonard Allen, Judson Moses and J. D. Woodward.

Other speakers heard included Garland, Earle Hendren, Tennessee exhibitor; H. E. Christian, vice-president of Creators Corp., Nashville; Irving Singer, Rex Specialty Bag Corp., Long Island City, N. Y.; John Reynolds, sales manager of Castleberry Food Co., Augusta, Ga.; Harold Chesler and Russell Fifer, National Association of Concessionaires, and J. Robert Hoff, Motion Picture Investors.

The convention closed today.

NT&T Vot

(*Continued from page 1*)

ners, and American Broadcasting mount Theatres.

The present concept calls f tial support by the five ex chains and additional support part of leading independent tors.

NT&T's action, Cantor said, e sizes the company's total faith future of theatrical film exh "This action by the directors," tor said, "demonstrates the which we share with other exhibitors, that the motion theatre will always remain a ba integral part of the American tainment scene."

NT&T operates theatres in Western and Western States.

Set D. C. Screenin Of 'Aim at the Sta

From THE DAILY Bureau

WASHINGTON, D. C., Ma Major General William Quinn of information of the U.S. Arn serve as host for two special ings here of Charles S. Schn Aim at the Stars," a Columb tures release. The screenings held on June 7 and June 8 an of the nation's top military, ment and press personnel wil hand.

On hand to view the film life story of rocket scientist, Dr her von Braun, will be Senat Sparkman of Alabama, Amb George V. Allen, chief of the Major General John B. Medar is depicted in the film, and ma Washington personalities. C Pictures will be represented N. Lazarus, Jr., vice-preside Jonas Rosenfield, Jr., execu charge of advertising, public exploitation.

Para. Opening Offi

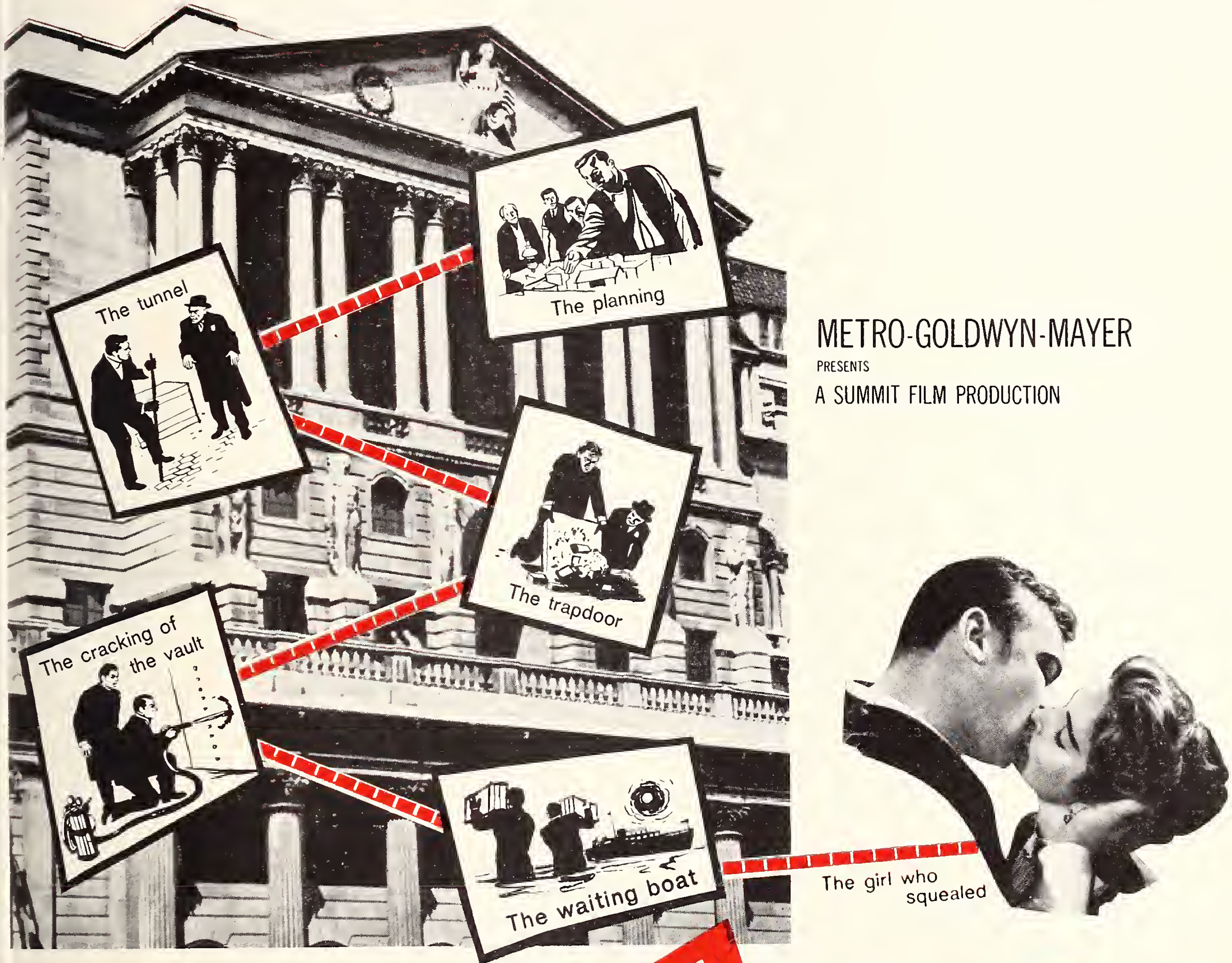
CLEVELAND, May 31. mount will open an office in 5 Building the middle of June t tain a sales and booking head Personnel will consist of Gor gie, branch manager; Marvin salesman, and Ken Reuter, Currently the office is locate Keith Building. Area billing, ing and collections will be out of Pittsburgh.

Kahane Has Recov

HOLLYWOOD, May 31. Kahane, vice-president of C Pictures and president of th emy of Motion Picture A Sciences, will return to his stu tomorrow after a recuperation at home following his recent ization.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Wasbington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of tbe worl Picture Daily is publisbed daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixtb Avenue, Rockefeller Center, New York 20, CIrc Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at tbe Post Office at New York, N. Y., under tbe act of March 3, 1879. Subscrintion rates per year, $6 in tbe Americas and $12 foreign. Single co

TEP BY STEP
THE TENSION
MOUNTS!


The tunnel
The planning
The trapdoor
The cracking of the vault
The waiting boat
The girl who squealed

METRO-GOLDWYN-MAYER
PRESENTS
A SUMMIT FILM PRODUCTION

ILLION DOLLAR TITLE!

based on actual fact, never before
ealed. Sell that title! Daring rob-
ies, ingeniously planned, make
-office history. Here's edge-
the-seat excitement!

THE DAY THEY ROBBED THE BANK OF ENGLAND

NOW
BOOKING
FOR
JULY—
AUGUST

Starring

ALDO RAY

Also Starring

ELIZABETH SELLARS · PETER O'TOOLE
HUGH GRIFFITH · KIERON MOORE · ALBERT SHARPE

Screen Play by HOWARD CLEWES · Based On JOHN BROPHY'S Novel Film Adaptation by HOWARD CLEWES and RICHARD MAIBAUM · Directed by JOHN GUILLERMIN · Produced by JULES BUCK

WGA Warns 4-A's On TV Film Shows

From THE DAILY Bureau

HOLLYWOOD, May 31. – The Writers Guild of America, West, today sent a wire to the American Association of Advertising Agencies cautioning its members against cooperating with TV film producers reportedly seeking to set back air dates on new fall shows. The warning note expressed the possibility that any aid, direct or indirect, to cooperate with TV film producers in the now five-months-old writers strike would be construed as an attempt on part of the industry to "smash" a labor organization.

Will Meet with Members

WGA offered to meet with members of Association to acquaint them with issues involved and how it might affect sponsor clients.

NAB Code Unit to Meet On Cuts in TV Films

From THE DAILY Bureau

WASHINGTON, May 31. – The National Association of Broadcasters' Code Review Board will meet on Thursday to discuss complaints by the Alliance of Television Film Producers that some stations are cutting films excessively so they can slip in more commercials.

NAB has received protests that five or six minutes are sometimes out from half-hour films (about 26 minutes playing time). A favorite target for the scissors is the screen credits, which must be included by agreement with unions.

Time Limits Prescribed

The TV code prescribes commercial time limits in such programs, but the limits vary with the type of sponsorship and the time of broadcast. It is probably going to be quite difficult to put an acceptable, but narrower, definition into language acceptable to all concerned with the code.

New Connecticut Meet On Pay-TV Tomorrow

Special to THE DAILY

HARTFORD, May 31.–George H. Wilkinson, Jr., president, and Herman M. Levy, executive secretary, MPTO of Connecticut, have called an exhibitors' luncheon for 12:15 noon Thursday at the Woodbridge Country Club, Woodbridge, to further discuss the projected Connecticut exhibition campaign against the Zenith-RKO General Pay-TV test slated for WHCT-TV, Channel 18, Hartford.

musifex co
45 w. 45 st. n.y.c.
sound effects
musical effects
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

FILMOGULS continue to uncover additional gold in them thar film vaults. Add to the list of old time comedy series Columbia Pix' "Three Stooges," (Screen Gems) Interstate TV Corp.'s "Little (Our Gang) Rascals" and the new package, "The Best of Pete Smith," 101 quarter hour telefilms syndicated by George Shupert's MGM-TV staff. . . . ABC-Paramount Records has another "Paul Anka" in a youngster named Phil Anastasi, whose initial waxing will soon be released. Phil is the handsome and talented son of Harry Anastasi, who's been associated with the Quigley Publications (and with us) for the past 25 years. . . . Sponsored for the third successive year by Sealtest, "Bat Masterson" will be seen on Thursdays (8:30-9 P.M.) TVia NBC. . . . Comic Frank Fontaine flies to the coast next week to guest on the "Jack Benny CBShow" next month. Incidentally Frank possesses an amazing pair of pipes and has been signed to record an LP album which will be released in September. . . . After several years with BBDO, Jack Rehm has resigned to join the staff of Suburbia Today. . . . Paul Taubman has been elected to the board of directors of the Academy of TV Arts & Sciences. . . . George Gobel winds up his CBSeason with his next Sunday show and during his vacation will do a concert July 1 at the Waikiki Bowl in Honolulu. His lovely vogalist Anita Bryant will warble an "I Do-et" June 26 with Tulsa deejay Bob Greene. . . . Connie Frances guestrills, Sunday, June 12 on the "Ed CBSullivan Show." . . . Robert Buckner's new full-hour adventure series, "Hong Kong," starring Rod Taylor, will be produced by 20th Century-Fox for the Kaiser Industries. Herbert Hirschman has been named producer of the program which will be ABChanneled in the fall. . . .

Publicists Elect

(*Continued from page* 1)

second vice-president; Roy Metzler (incumbent), 20th Century-Fox, treasurer; Ann Myers Wolf, independent, secretary; Jack Atlas, Columbia, and Mike Buchanan, CBS, trustees; Lloyd Ritchie (incumbent) business representative.

Delegates to the IATSE convention include Ritchie, Thomas, Barbara Best and Mac St. Johns, with Al Finestone, Jerry Ludwig and Max Mont being named as alternates.

New officers will be installed at the association's regular quarterly membership at Roosevelt Hotel June 13.

Foreign Tax Credit Bill Amended by the Senate

From THE DAILY Bureau

WASHINGTON, May 31. – The Senate has amended the bill to provide a choice between the "overall" and "per-country" limitations to the foreign tax credit. It will continue to discuss the measure Wednesday.

The two amendments already adopted were offered by Sen. Gore (D., Tenn.), who plans to offer still more changes in the bill. Both were backed by the Treasury. They would require that the Internal Revenue Service be provided with certain information concerning foreign subsidiaries (or subsidiaries of subsidiaries) when the American parent firm has ownership of 50 per cent or more.

In addition, comparable data would have to be given whenever a new foreign subsidiary is established. Noncompliance would make the firm in question ineligible to use the foreign tax credit. Senator Gore's additional amendments are thought to have no chance of passage. They would: (1) repeal the foreign tax credit entirely, (2) repeal the tax-sheltering Western Hemisphere corporation provisions of the tax code, and (3) put back into the law the complex "gross-up" requirement, strongly opposed by business interests.

Report on Films, TV

(*Continued from page* 1)

has not been released it is expected to reject censorship in favor of self-regulation by the industries. "The role of the Church," according to Dr. Mack, "is not so much to get in and regulate but to strengthen the hands of those people in the communications industry who are sensitive and aware of the need for integrity." He indicated the Commission wishes to develop means of "registering approval and disapproval other than by mass boycott."

In gathering data for the report Commission members have met with Eric Johnston, president of the Motion Picture Assn., and officials of the CBS, NBC and ABC television networks. One purpose of these meetings has been to work out greater liaison with film, radio and television executives so the Commission can acquaint them with its views.

These meetings are to continue with the next set with the Association of Motion Picture Producers in Hollywood on June 24. Attending will be Johnston, Kenneth Clark, vice-president; and Geoffrey M. Shurlock, director of the Production Code Administration. Several leading producers are also expected to take part.

This meeting is to be an informal luncheon affair, Dr. Mack said yesterday, designed primarily for the participants to become better acquainted.

N. Y. Holida

(*Continued from page* 1

"pretty good" $24,000 for four the Paramount, and $7,600 for period at the Trans-Lux Norr "Who Was That Lady?" tur $17,251 for the four days at tl terion. "Our Man in Havan four days at the Trans-Lux Street, grossed $4,710, and the successful "I'm All Right Jack, up $12,065 for the four days Guild. "Man on a String" $7,139 at the Forum during tl days. Friday-through-Monday for "Wild River" were $10,700 Victoria and $6,225 at th Street.

In its first five days at the \ "Pay or Die" hauled in a wl $36,000. "The Fugitive Kind" $15,000 at the Astor for th days.

Business in the Loew's sparked by the "Giant of Mar was good locally and els around the nation. "Please Do the Daisies" continued to ho in most engagements, and first-run attractions such as Gallant Hours" were reportec outstanding. "The Rat Race" heavily in Philadelphia, C Washington, Los Angeles, Milv Boston and Baltimore.

"Ben-Hur" reached anothe stone as the gross in its 43 U Canadian engagements passe 000,000 over the weekend. Tl here reached $1,341,640 ye Sixteen additional engageme scheduled for this month.

Baltimore Theatres Enjoy Good Weekend

BALTIMORE, May 31.–Tl Memorial Day weekend, n marking the opening here of s and summer activities, broug it heavy rains and chilly weat a result, amusement seekers the movies. "The Rat Race" eeptionally well, and "Wild was also busy at the box office Can" in its first week is at c while "Ben-Hur" was a sell houses did better than aver the holiday weekend.

Expect Edict Tomo

(*Continued from page* 1

sary to vote formally. The exe language has, however, been i in the proposed draft that tl committee is working on. doubtless be in the draft wl subcommittee reports to the fu committee on Thursday.

A formal vote on this Ro amendment will probably be t the full eommittee unless it clea majority support.

EAST COAST
MOTION PICTURE PRODUCTIO
EDITORIAL and TECHNICAL SERV
℞ FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE
PERSONAL SUPERVISION
JOSEPH JOSEPHSON
Circle 6-2146
45 West
New Y

ind'in U.K.

Continued from page 1)

ieatre in London, followed by isive, two-a-day, long-run en- nt.

British opening will take place s after conclusion of the tenth international Berlin Film Fes- here Kramer's production will npetitor.

First of 22 Productions

the first of 22 Kramer pro- to have its world premiere the U.S.A., where earliest es will take place at eight f the U.S. and Canada in ber, Kramer announced. Em- g once again the increasing nce of the foreign market, he it UA sales officials may set European bookings to follow idon premiere, prior to Amer- enings.

er said that the film will open ember in New York, Chicago, geles, San Francisco, Washing- anta, Dallas and Toronto, and ese dates will be followed by key city bookings for the as and New Year's holiday The American playdates will ight-run policy and only in , under present planning, will be on a road-show basis.

ensive Promotion Planned

ensive screenings will spear- ie campaign to condition all to 'want to see' the film. It x or seven months to campaign y for a film of controversial Eight cities selected for the s will have the benefit of na- magazine campaigns set to November. Premieres in other an cities will depend on how excitement is engendered out Berlin festival," Kramer out during the interview.

ier's next film project will be ient at Nuremburg," which the er-director expects to put be- cameras in January, 1961.

nos Win Judgments

TFORD, May 31.—Two sum- idgments totaling $12,000 have varded to Sal Adorno, Sr., and dorno of M&D Theatres, Mid- n, Conn., against the Middle- lding Corporation, Middletown, iddletown Superior Court ses- he awards were made on the f a claim for non-payment of A similar suit is pending in town Common Pleas Court the corporation by Nicholas io. The amount sought is re- y approximately the same as iwarded the Adornos. The s and Saraceno are officers in poration.

SMÖRGÅSBORD
LUNCHEON • DINNER • SUPPER
THE SCANDIA
45th STREET WEST OF BROADWAY
Call Circle 6-6600
IOTEL PICCADILLY • HOME OF THE CIRCUS LOUNGE

Russian 'Idiot' Stars To Attend Bow Here

The stars of the Russian-made "The Idiot," which 20th Century-Fox is distributing in this country under the cultural exchange program, will attend the New York premiere at the Normandie Theatre the evening of July 20. Yulia Borisova and Yurii Yakolev, the stars, and Ivan Pyriev, their director, are being brought to this country by the State Department especially for the event.

In a cable to Spyros P. Skouras, 20th-Fox president, Soviet Deputy Minister of Culture Danilov disclosed also that "All About Eve" will open in Moscow in September in a bow to be attended by a group of American film stars not yet selected. The Russian group will be accompanied by top-ranking USSR State Department and diplomatic envoys. The New York premiere additionally will be attended by high Soviet United Nations delegates and corresponding United States officials.

Product Drive

(*Continued from page* 1)

paign, Hyman said he has already written to the various studios to acquaint them with the project and responses to date have been very favorable. He wants to obtain from the various affiliates of AB-PT their ideas on how to focus attention on the "new faces" of each of the studios, and create a "want-to-see" desire on the part of the public. When these ideas are compiled, he will be in a position to seek specific co-operation and help from the studios, he said. In the release schedule which will be distributed to cover the period of the drive, a section will be devoted to the "new faces" of each studio.

Hyman is visiting AB-PT affiliates, Tri-States Theatres in Des Moines and Minnesota Amusement Company in Minneapolis, and will discuss and finalize with them their proposals for the "new faces project" in their respective areas. He plans to cover every AB-PT area in the northern territory personally.

Variety Clubs

(*Continued from page* 1)

which Rotus Harvey of San Francisco is coordinator. The afternoon will be spent at Woodbine Race Track. On Friday, there will be a morning business session, a Heart luncheon, and presentation of the Heart Reports in the afternoon. The annual Heart Award will be voted thereafter by a committee of trade press representatives of which Martin Quigley, Jr. is chairman. A final business session is scheduled for Saturday morning and the convention will close that night with the traditional Humanitarian Awards dinner.

Coca-Cola is hosting the first dinner party tomorrow night in the Royal York Hotel, and Pepsi-Cola the second night in the Queen Elizabeth Bldg. at the Canadian National Exhibition Grounds. Friday night's program will be at Toronto International Film Studios.

Ticket Taxes

(*Continued from page* 1)

vision debate Sunday. He suggested that the tax money be set aside for an actors' pension fund. Equity's pension demand is a key issue in the negotiations, with Equity insisting that a pension plan be set up and the League flatly rejecting the demand.

Mayor Wagner is said to have told the negotiating groups that the city's budget for the 1960-61 fiscal year has been set up already but that he would get "an early and expeditious review" of the situation and see what could be done.

Up to press time last night, Equity was threatening to call out the cast of "The Tenth Man," thereby closing the show, if an agreement had not been reached by last midnight's expiration time of their contract with the League. Since Equity said it would not accept a new contract which did not contain a pension provision, and the League was equally adamant that it could not grant one, the strike appeared inevitable barring unforeseen developments today. A general membership meeting of Equity was scheduled for midnight last night at the Astor Hotel.

Threaten General Stoppage

Producers responded to Equity's announced intention of closing a musical if there had been no agreement by tonight by stating that if that happens they will shut all Broadway theatres tomorrow.

The two sides disagreed on what the Mayor wants of them, the League saying he wanted Equity to wait a week or two until the tax repeal proposal could be taken up with the Board of Estimate and the City Controller, and Equity disavowing any such understanding.

Industry attorneys said the tax is an admissions tax on all forms of amusements and that they did not see how it could be repealed for legitimate theatres and not for all other forms of public entertainment to which an admission is charged. Otherwise, they said, the tax would be discriminatory and could be legally attacked on that basis.

Circuit officials said they were unable to estimate accurately how much the tax costs city film theatres, noting it applied only to admissions over $1. Unofficial estimates were that it would amount to "several hundred thousands annually."

Oversubscribe MPI

(*Continued from page* 1)

Pittsburgh quota of $50,000 for Motion Picture Investors.

Organizations participating in the stock buy included Associated Theatres, Allied Theatre Owners of Western Pennsylvania, Mt. Oliver Theatres, Blatt Theatres, Pittsburgh Drive-In Theatre Owners Association, Rodnok Theatres, Warren Enterprises, Bert Stern, Manos Theatres and others.

George Tice, newly-elected vice-president of Allied Theatre Owners of Western Pennsylvania, was named Pittsburgh territory MPI representative.

PEOPLE

Joseph E. Levine, producer and president of Embassy Pictures Corp., was the subject of a four-column article in the Sunday edition of the *New York Times*, which included a two column reproduction of an advertisement for his "Hercules Unchained." In comparing **Levine** to P. T. Barnum, **Robert Alden**, author of the article, paid tribute to his showmanship, his extensive use of promotion and exploitation and his ability to induce audiences here and abroad to "queque up at the box office."

☐

Karl Hoblitzelle, president of Interstate and Texas Consolidated Theatres, has been reelected president of the Southwestern Medical Foundation of Dallas.

☐

Albert A. List, president of Glen Alden Corp., parent company of RKO Theatres, has been awarded an honorary degree of Doctor of Humane Letters by the Bradford Durfee College of Technology, Fall River, Mass.

☐

Mrs. **Joan Crawford Steele** has received the "Outstanding Woman" award of the Philadelphia Variety Club at its annual luncheon at the Bellevue-Stratford Hotel. Previous winners included **Ruth Chatterton** and **Pearl S. Buck.**

Sureda Funeral Thurs.

John Ventura Sureda, 75, head of the Spanish translation department of Paramount Pictures, died at Forest Hills here on Monday. Funeral will be held at 11 A.M. tomorrow from Fox Funeral Home, Forest Hills.

Mildred Castleberry Dies

ATLANTA, May 31.—Mildred Castleberry, booker for Martin Theatres, died here in a local hospital.

aircraft: COMET 4!
(pure jet!)
flight: MONARCH
(de Luxe and First Class only)
frequency: NIGHTLY
(leaves New York at 9 p. m.)
destination: LONDON!

reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg, Toronto.

“‘THE RAT RACE’
BEST GROSSER
YOU HAVE HAD
SINCE ‘THE TEN
COMMANDMENT
HAPPY DAYS
ARE HERE AGAI
REGARDS.”

JOHN McKAY, MANAG
RIVERSIDE THEATRE,
MILWAUKEE

Tony
Curtis
Debbie
Reynolds
in the
PERLBERG-SEATON
production of
GARSON KANIN'S
the rat race

technicolor®
co-starring
JACK OAKIE/KAY MEDFORD/DON RICKLES
with
JOE BUSHKIN · SAM BUTERA · GERRY MULLIGAN · Directed by Robert Mulligan
Screenplay by Garson Kanin · Based on His Play · A Paramount Picture

YES, PARAMOUNT'S “THE RAT RACE” IS ROARING TOWARD RECORD BOXOFFICE RESULTS EVERYWHERE!

SMASH RETURNS ENGAGEMENT AFTER ENGAGEMENT!

CHECK CAPITOL, NEW YORK . . . CHICAGO, CHICAGO . . .
PANTAGES, L.A. . . . FOX, PHILADELPHIA . . .
ASTOR, BOSTON . . . METROPOLITAN & AMBASSADOR,
WASHINGTON, D. C. . . . CENTURY, BALTIMORE!

HOLDOVERS EVERYWHERE, OF COURS
CALL PARAMOUNT NOW

All
News
hat
ews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 106 NEW YORK, U.S.A., THURSDAY, JUNE 2, 1960 TEN CENTS

tep

E Looks to ependents $1 Million

low $2 Millions Pledges to New Co.

ledges of $2,000,000 from najor national circuits now or the financing of a new sponsored production-dis-company, the next step re-vill be to obtain pledges of nal $1,000,000 from 10 to nation's largest independent erators.

nerican Congress of Exhibi-h originated and is fostering is expected to begin con-ie independent circuit op-lmost immediately. If and

ontinued on page 2)

Presented to al Ship 'Hope'

m THE DAILY Bureau

NGTON, D. C., June 1.—lms to be used on the hos-Hope, (Health Opportunity e Everywhere) were pre-the American film industry nies here today. Presentation by Eric Johnson, Motion ssn. president, to Dr. Wil-Valsh, president of Project

ns will be used during forth-

ontinued on page 6)

ment Proposal .E.I. Suit Made

pecial to THE DAILY

NGTON, June 1. — Chief rict Judge Caleb M. Wright d an opinion providing that promise offer is amended in ct within 10 days the court ve a proposed settlement of stockholders of General In-Enterprises, Inc., against and its majority stockholder, Securities Corp.

the proposal now before the

ontinued on page 3)

ION TODAY—page 4

Skouras Carrying Optimistic Industry Report to Exhibitors All Over U. S.

An upbeat report on the status of the motion picture industry is being made to exhibitors by Sypros P. Skouras, 20th Century-Fox president, in a series of trips to exchange cities in the U.S. and Canada. Scheduled to visit Toronto tomorrow, he began the tour in Detroit at the weekend.

Theme of the Skouras report is that the motion picture theatre has met the threat of TV competition and is not only surviving but "getting stronger." He is convinced, too, he points out, that "the salvation of the industry has always been good pictures and they are going to get even better."

In discussing the competition of TV, Skouras comments that "there are few businesses or arts that could compete

(Continued on page 3)

Insist Telemeter Pay Theatre Price for Bout

Failure to agree on a formula for collecting the same amount from Telemeter subscribers in Etobicoke, Ont., for viewing the June 20 heavyweight championship fight that theatre and ball park patrons will be asked to pay is holding up the first pay-TV deal of such an attraction.

TelePrompTer, holder of the TV rights to the bout, said yesterday that talks with International Telemeter are continuing and it looks promising for an eventual agreement. The aim,

(Continued on page 6)

Johnston, Hetzel Trip To Africa in July

Eric Johnston, president of the Motion Picture Assn. of America, will begin his long planned survey of African markets late this month or early next.

The trip is expected to occupy about six weeks and will cover most of the new independent African nations on the north and west coasts as well as the Union of South Africa. Ralph Hetzel, MPAA vice-president,

(Continued on page 3)

Eby Asks More Funds For Variety Clubs Int'l

Special to THE DAILY

TORONTO, June 1. — Additional funds are needed for the support of Variety Clubs International, it was emphasized here today by George W. Eby, retiring international chief barker of the organization, in his annual report at the VCI convention which opened yesterday at the Royal York Hotel.

While not suggesting how the funds should be obtained, Eby pointed out that the organization suffered a deficit of $11,000 last year.

Eby, in his report, paid tribute to

(Continued on page 4)

Rank Is Still Interested in Production, Says Davis; Points to Varied Activity

By WILLIAM PAY

LONDON, May 30 (By Air Mail).—The Rank Organisation's continued interest in production was re-affirmed by managing director John Davis at a Rank Film Distributors salesmanship luncheon here.

Referring to reports that the Organisation had ceased to be directly active in British production, Davis said: "This is not true and it is not part of our policy. We are going to continue making pictures—important pictures—but we are being very selective in subjects, directors and casting, etc. Our approach to film production is on a series of levels:

"A group of films made at Pinewood, financed 100 per cent.

"A group of films where we give distribution guarantees.

"A group of films where we help independent producers to get a project together by supporting them with end money by guarantee and/or otherwise."

This policy, he continued, is aimed at the maximum effort in production at the minimum possible cost.

Turning to the need for the British Film Production Fund, Davis commented that he was "appalled at the shortsighted policy of some exhibitors who, because they have been relieved of the burden of entertainments tax,

(Continued on page 3)

Report on Industry

Need Stronger Code Support, Protestants Say

National Council Urges Backing of 'Best' Films

The National Council of Churches yesterday called upon the motion picture industry to intensify its efforts at self-regulation through rectifying the practices that have made the Production Code "increasingly ineffective."

At the same time the Council urged churches "to support films exemplifying the art of the motion picture at its best and to withhold support of those inimical to the public welfare."

In a 4500-word statement prepared by a commission of the general board

(Continued on page 6)

WHCT Sale Advances RKO-Zenith TV Plan

From THE DAILY Bureau

WASHINGTON, June 1. — The Federal Communications Commission has approved the transfer of the Hartford, Conn., ultra-high-frequency TV Channel 18, WHCT, to Hartford Phonevision. The station will be used for a pay-TV experiment on which the new owners are said to be ready

(Continued on page 4)

Report Landau Leaving NT&T; May Buy WNTA

Discussions looking to the severance of Ely A. Landau from National Telefilm Associates, which he founded in 1954, reportedly were initiated here yesterday by B. Gerald Cantor, president of National Theatres & Television, the parent company.

Said to figure in the discussions is the sale to Landau of station WNTA-TV, Newark. While confirmation of the reports was lacking, a spokesman for the company said if the station is to be sold, it would be offered to Landau first. He indicated that there might be a definite development within the next week.

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will arrive in Des Moines today from New York.

•

Irving H. Ludwig, president of Buena Vista Film Distribution Co., left New York yesterday for Hollywood.

•

Mrs. Arthur Loew, Jr., has given birth to a son at Doctors Hospital here. Newcomer will be named Gerald Zukor Loew. Godparents are Rita Kaufman, Kurt Kasznar and Stewart Stern.

•

Harry J. Gallup, operator of the Adirondack Theatre, Speculator, N.Y., has returned there from Albany.

•

Beatrice Schreiber, secretary to J. Eisenberg, MGM sales executive, and sister of Sol Schreiber, operations manager of MGM-TV, will be married on Sunday to Simon Korn at the Concourse Plaza Hotel in the Bronx.

•

William Perlberg, producer, will return to New York today from Berlin.

•

R. John Hugh, head of Hugh Productions, Inc., Jacksonville, is in New York from there.

•

Mrs. Wadad Boumansour, operator of the Plaza Theatre, Malone, N. Y., will leave here by plane today for Lebanon.

•

Frank and Maurice King, producers, have left New York for London.

•

Nick Lubich, co-owner of the Ohio Theatre Supply Co., Cleveland, has been married there to Nancy Naperta.

•

Richard Frede, author of "The Interns," which Columbia will produce as a film, is in Washington from New York.

•

Irving Belinsky, Detroit exhibitor, has become a grandfather with the birth of a son, Jeffrey Scott Pollak, to his daughter, Joan, the wife of Dr. Edwin Pollak.

•

Annette M. Wilhelm, sister of John Wilhelm, salesman for 20th Century - Fox in Albany, N. Y., has been married at the Church of St. Vincent de Paul, Buffalo, N. Y., to Edward J. Kamien.

ACE Looks to Independents

(*Continued from page 1*)

when the total pledges have reached a minimum of $3,000,000, ACE may call upon Theatre Owners of America and Allied States to assist in raising additional capital from among their membership.

There is a possibility that beyond that, ACE may get clearance for the new company from the Securities and Exchange Commission for sale of stock to the public. Reportedly, the idea is to get in finances sufficient to launch the company and assure the start of new production before publicizing it to any extent. Past failures of projects of this kind which were dependent on exhibitor financing primarily are understood to explain a prevailing ACE policy of official silence on the subject.

Depinet Counsel Sought

Ultimate plans for the new production-distribution company are said to be patterned after the old First National company. Ned E. Depinet, former president of RKO Radio who was associated with First National early in his career, was called upon by ACE for information concerning the formation of that exhibitor-sponsored company, and for counsel concerning the one now contemplated. This is believed to have given rise to reports, wholly without foundation, that Depinet would head up the new production-distribution company for the exhibitors when formed.

Exhibitors are turning to the new company idea following unsuccessful efforts by ACE to induce major companies to increase their production schedules sufficiently to ease what exhibitors describe as an increasingly severe product shortage. TOA officials for the past several months have been preparing members for financial contributions to the project by emphasizing the lack of hope for increased production from normal sources and the necessity of exhibitors acting on their own behalf.

Pickus' Advice Recalled

This week, Albert Pickus, TOA president, told Southern exhibitors meeting at Atlanta that the product shortage is exhibition's No. 1 problem and they must overcome it themselves.

Just how the project will affect current and planned activities of Motion Picture Investors, which also is selling stock to exhibitors, is not clear at this stage. However, some feel that it might be brought into the new production-distribution company operation in some way, even though at present its main objective appears to be the purchase of outstanding productions from major companies' libraries for reissue to theatres, rather than the financing of new product.

Redstone to Keynote Maryland Convention

Special to THE DAILY

BALTIMORE, June 1. — Sumner M. Redstone, executive vice-president of Northeast Drive-In Theatres of Boston, Mass., will be the keynote speaker at the first annual meeting of the Maryland Theatre Owners Association, an affiliate of Theatre Owners of America, at the George Washington Hotel in Ocean City, Md., June 28-30, it was announced today by John G. Broumas, MTOA president.

An Aide to TOA Head

Redstone, a leader in exhibitor activities, is an assistant to the president of TOA. His address will open the business sessions of the convention Wednesday morning, June 29. Other speakers already scheduled to address the three-day session are Albert M. Pickus, president of TOA; S. H. Fabian, chairman of ACE and treasurer of TOA; Mrs. Margaret Twyman, director of community relations for the Motion Picture Association of America; Roger H. Lewis, national director of advertising-exploitation-promotion for United Artists; and Maurice Bergman, industry public relations expert of the General Projects Company.

Brahms Heads 20th-Fox Casting; Pincus Advisor

Joseph Pincus, for many years head of the New York casting department of 20th Century-Fox, has started services with the company in an advisory capacity, and will continue to make his headquarters at the home office.

Fred Brahms, formerly assistant in the casting department, has been named to head the department. He will be assisted by Jack Saunders, also a veteran in the department.

Decca Dividend Up

Directors of Decca Records yesterday increased the regular quarterly dividend to 30c per share on the company capital stock payable June 29, to stockholders of record at the close of business June 15. Previously the regular quarterly dividend was 25c per share.

'U' Dividend 25c

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25c per share on the common stock of the company, payable June 28, to stockholders of record at the close of business June 15.

House Labor Commit
To Get Pay Bill To

From THE DAILY Bureau

WASHINGTON, June 1. –
House labor standards subcom
will report a bill proposing a
crease in the scope of the min
law coverage and an increase i
pay floor to the full labor com
tomorrow.

The reeommendations will n
unanimous, and formal votes w
taken in the committee to dete
the bill finally to be recomme
Since Rep. James Roosevelt (D.,
has already moved to exempt r
picture theatres from his measu
industry seems to have little t
from House action.

Trumbo Wrote Scri
For Bryna's 'Hot E

From THE DAILY Bureau

HOLLYWOOD, June 1. –
Trumbo was disclosed here to
author of the screen play for
Hot Eye of Heaven," a Bryna p
tion, which Universal will dist
Trumbo served a prison term
fusing to tell the House Un-
ean Activities committee if he
communist.

Trumbo also worked on the
for Bryna's "Spartacus," whic
versal will distribute.

Conn. Drive-In Mee

HARTFORD, June 1. –
Perakos, general manager,
Theatre Associates, and presi
the Connecticut Drive-In Theat
sociation, has scheduled a mee
the latter organization at the C
House, Hamden, Conn., for
noon on Tuesday, June 7. A re
the drive-in group's communit
tions committee will be prese
the meeting.

'Windjammer' a Hi

A gross of $13,542 was reg
for the first week's business of
jammer" at the new Hellman
tre, Albany, it was announc
William Shelton, domestic sale
ager of the picture for Nationa
tres and Television. It is repo
be the largest gross ever reco
the area for a hard-ticket engag

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad
did! We'll give
fast service an
the finest quali
1327 S. Wabash FILMACK CHIC

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herhert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, hy Quigley Puhlishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Puhlications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time as a section of Motion Picture Herald; Television Today, puhlished daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

nk Interest

Continued from page 1)

l it is necessary to attack the this Fund, or, in the alterna- endeavour to get their contri- materially reduced."

binted out that at the time the abolished 1,300 of the 3,358 prs operating were not paying , and it is not, by and large, ller exhibitor on whom the is falling. "Most exhibitors," d, "play British films, but even who do not benefit from them benefit indirectly as the more ilms which are made helps all s by increasing the supply of the market place."

Rank chief also expressed the t the degree of closure of the- l not yet run its course.

was no doubt, he said, about uineness of the shortage of and it had been particularly to see, in the RFD sales special effort made to secure l revenue from older pictures s current ones.

ncluded by indicating that no naking group can make a every time but "exhibitors their own interests support lier on a continuous supply ct as there lies their only per- ecurity."

ᴾ and WGA Meet; ntinue Tomorrow

om THE DAILY Bureau

YWOOD, June 1. – Repre- of the Association of Mo- re Producers and negotiators creen branch of the Writers America were closeted today ng, afternoon and evening continued from yesterday, in to reach an agreement which eak the writers strike that ed Hollywood for nearly five

port was issued at the con- the session, other than the that negotiations will con- Friday at 2 P.M.

Sells Theatre

EAPOLIS, June 1. – The neatre here has been sold lto Theatre Corporation, ac- o Charles Winchell, presi- the Minnesota Amusement Winchell explained that the s the last suburban theatre Minnesota Amusement. At nt time all operations of the are confined to the loop Minneapolis and St. Paul.

Golf Fete Set

ORD, June 1. – The annual Connecticut golf tourna- be held afternoon of July Mill River Country Club, The arrangements commit- pership will be announced Herman M. Levy, execu- tary of MPTO of Connec- general counsel for Theatre f America.

Charlotte Wompi Sets Showmanship Award

Special to THE DAILY

CHARLOTTE, N.C., June 1. – An award recognizing the WOMPI member who has shown the greatest flair for showmanship will be presented at the annual installation meeting of the Charlotte WOMPI Club June 10. It will be given by Emery Wister, whose "Show Nuff" column is a daily feature of the *Charlotte News*. It will be known as the Show Nuff Showmanship Award.

Mrs. Hunter President

Mrs. Rebecca Hunter will be installed as president of the the club succeeding Mrs. Betty Beatty. First vice-president will be Mrs. Blanche Carr; Mrs. Ruby Brooks, second vice-president; Mrs. Barbara Simpson, recording secretary; Mrs. Amalie Gantt, correspondent-secretary; and Mrs. Velma Culp, treasurer. Members of the board will be Mrs. Betty Beatty, Mrs. Viola Wister, Mrs. Mary Miller, Mrs. Elizabeth Hinson, Mrs. Florence Hargett, Mrs. Hazel Miller, and Mrs. Mildred Hoover.

Foreign Tax Credit Bill Adopted by the Senate

From THE DAILY Bureau

WASHINGTON, June 1. – The Senate has adopted, with amendments, a bill to permit U.S. companies with overseas operations to choose between the "overall" and "per-country" systems of calculating the credit to be given them for payment of foreign taxes. Since the Senate version differs from that passed by the House, the two will have to be reconciled in conference.

The Senate rejected moves by Sen. Core (D., Tenn.) to abolish Western Hemisphere trade corporations, to cancel the foreign tax credit, and to require "grossing up" of foreign income for U.S. tax purposes.

Half-Hour Film Will Promote 'Strangers'

As part of the promotion for the Bryna-Quine Production, "Strangers When We Meet," a half-hour color motion picture has been made in connection with the special $250,000 "dream house" built for the Columbia release. The film traces the evolution of the house from beginning to final interior decoration.

Produced by Columbia, the film includes coverage of all the products used in the building of the home plus actual scenes from "Strangers When We Meet." The short will be shown at the nation's home shows and the various trade exhibitions of manufacturers who participated in the promotion.

Leo Burkhart Dead

CRESTLINE, O., June 1. – Leo Burkhart, veteran Ohio exhibitor and owner of the Crest, the only theatre in this town, died in his sleep. He is survived by his wife, Catherine.

Skouras Tour

(Continued from page 1)

against a competitor who gives his product away free. But the movies have made it."

The 20th-Fox president declares he would like to see a law passed against first-run films on TV and adds that TV interests will regret if they show first-runs, even through pay-TV.

His reasoning is that the industry cannot exist without theatres, and that with first-run pictures being shown on TV, the theatres would cease to exist.

"Then where would TV get the pictures?" he asks.

Sees Road Shows Popular

Skouras regretfully acknowledges that the neighborhood theatres closed during the post-TV years probably never will be re-opened, but he believes the big theatres will grow and that eventually most road-show attractions will play engagements of a year and longer in the same theatre as hit plays do.

Skouras also feels that the American film industry "is a powerful force for freedom throughout the world."

The appearance of Skouras in Detroit, where he spoke at the Standard Club, received wide publicity, including front-page banner headlines in the *Detroit Fress Press* along with several pictures.

Settlement Proposal

(Continued from page 1)

court G.I.E. would offer all holders of its common stock, other than Baldwin, not less than $20.50 per share or a higher amount but not more than $21.25 per share if 85 per cent of the average net asset value per share of General's common stock is more than $20.50.

In addition, Baldwin would pay General $100,000 in "settlement of the derivative claims embraced in the complaints."

Judge Wright said he would approve if the latter were changed to provide that the $100,000 be paid to General's public stockholders.

An amended complaint filed in December, 1958, brought into the case the September, 1958, acquisition of 80,000 shares of Loew's, Inc., now MCM, stock by C.I.E. at $21.50 per share after Baldwin had bought 86,000 shares at $16 and Ira Cuilden, one of four individual defendants, bought 2,100 at $14.

Johnston, Hetzel

(Continued from page 1)

will accompany Johnston on the journey.

Johnston has planned the trip for more than a year and considerable preliminary research work has been done at the MPAA offices here in preparation for it. Its main object will be to appraise opportunities for development and expansion of new markets for American films. Johnston for long has contended that Africa and Asia represent the modern age's primary expansion possibilities for motion picture exports.

PEOPLE

Elizabeth McCaffney Ziegler of the United Artists Philadelphia branch, will be guest of honor on June 16 at a luncheon given by her friends to mark her 40th anniversary with UA. The affair will be held at the Bellevue-Stratford Hotel.

□

Harold Lewis, son of **Philip Lewis,** president of ATA Trading Corp., has graduated from Union College, Schenectady, and will enter his father's company as treasurer.

□

Adam Goelz, manager of the Timonium Drive-in Theatre, Timonium, Md., has been named commissioner of Little League Baseball for that community and nearby Lutherville.

□

William Bracken has returned to Keitz & Herndon, Dallas producer of TV commercials, after two years in the U. S. Air Force. Formerly an animation artist for the agency, he now has been given the post of account executive.

□

Benjamin W. Solomon, motion picture auditor, has been invited by the University of California's School of Law to be guest speaker at its annual forum on entertainment law to be held Saturday.

□

J. Edgar Lillard has enrolled his Stanton Theatre, Washington, D. C., in Theatre Owners of America.

□

Joseph E. Levine, producer and president of Embassy Pictures, on Saturday will be presented life membership in the Hearst Newspaper Boys Club. Presentation will be made to Levine, once a newsboy himself, at a preview of his "Hercules Unchained" in the Pilgrim Theatre, Boston, to which some 800 newsboys have been invited.

□

John Wright has been named manager of the Candlelite Drive-in Theatre, Bridgeport, Conn.

□

Jane Wyman will be honored by the Golden Slipper Square Club, Philadelphia, at a formal banquet to be held on Sunday at the Sheraton Hotel there. The actress will receive one of the club's "First Lady" awards presented each year to women who have distinguished themselves in their particular field of endeavor.

'Black' Fashion Tie-Ups

"Portrait in Black," Universal-International release, is to receive an extensive national promotional campaign through a series of fashion tie-ups which have been developed with Joan Leslie dresses; a Mr. John hat tie-up and a tie-up with the Van Buren Buying Office.

Variety Clubs

(Continued from page 1)

the late Robert J. O'Donnell of Dallas for many years ringmaster of the organization. This morning Requiem Mass was said for the Texas official at St. Michael's Cathedral here.

Turning to the matter of aims and achievements of the Tents, Eby said probably a dozen Tents have made substantial advances in the expansion of their charities. He added a few Tents have made notable strides in the expansion of their membership since the last convention in Las Vegas.

"To increase our capacity for charity effort, to improve our tent finances and to provide new leadership we must work further not only to increase membership, but to broaden it," he said.

Would Form Committee

Eby recommended a committee on tent finances be established to work with the tents on financial matters as Tracy Hare presently works on charity matters.

Past chief barkers of VCI joined to congratulate the retiring international chief barker. Eby, concluding his second term of office, was praised for his fine organizational ability and administrative direction of the international.

Some 700 delegates were present for the session today.

Eby is expected to be succeeded as chief barker by Edward Emanuel.

Variety Week in 1962 will run from Feb. 12 to 18.

City of Toronto Is Host

The business sessions were interrupted by a luncheon, co-hosted by the City of Toronto and Sam Wacker, a Toronto barker.

Variety's contribution was underscored by two of the chief speakers, Toronto Mayor Nathan Phillips, an honorary member of the Toronto Tent, and Hon. Bryan Cathcart, minister of travel and publicity.

Phillips described Variety "as a truly great association, a cosmopolitan organization, reflecting the cosmopolitanism of Toronto."

He also paid tribute to Jack Fitzgibbons as "one of the up and coming young men of the city. He is a reflection of his father."

Honorary international memberships were presented by Eby to Harold Sharpe, vice-president, Coca-Cola, and, Herbert J. Barnett, president Pepsi-Cola. Each was presented with a plaque.

Coca-Cola Party Held

Social activities today ended with a large party in the Royal York Hotel, hosted by Coca-Cola.

Tomorrow Pepsi-Cola will be host at a dinner at the Queen Elizabeth Building, Canadian National Exhibition.

Business sessions Thursday will concentrate on forums centering around five phases of Variety activities. These are headed by Gene Murphy, Las Vegas; Tracey Hare, Miami, Fla.; Joe Podoloff, Minneapolis; Bob Bostick, Memphis, and Ralph Priess, Philadelphia.

Television Today

'Emmy Awards' TV Will Be In Color

"The Emmy Awards" on the NBC-TV Network, Monday, June 20 (10 to 11:30 P.M., EDT) will be telecast in color, it was announced by Robert Finkel, producer - director of the award show.

The colorcast, originating from NBC's Burbank Studios in California and the Ziegfeld Theatre in New York, will be carried by the network for the sixth consecutive year. This is the 12th year that the National Academy of Television Arts and Sciences has voted the awards. This year the presentation will have a studio setting, rather than restaurant or hotel ballroom locales, as in other years. There will be 21 Emmys presented in program and performer categories and one additional engineering award (voted on only by engineers).

Assist from Susskind

Aiding Finkel in presentation of "The Emmy Awards" colorcast will be David Susskind, executive producer for the East Coast, and Desi Arnaz, executive producer for the West Coast. Ballots from more than 6,000 Academy members in seven chapters across the country—New York, Los Angeles, Baltimore, Chicago, Washington (D.C.), Seattle and Phoenix—will be tallied by Price Waterhouse and Company to determine the "Emmy" Award winners.

Fred Astaire is scheduled to be the master of ceremonies for the West Coast origination and an East Coast emcee will be announced later. Comedy talent indigenous to television—the team of Mike Nichols and Elaine May and newcomer Bob Newhart—will appear during the program. Susskind states, "There will be stand-up comedians from nightclubs who will do their routines and then vamp till ready for the next award."

Show-Excerpts Included

Excerpts from four shows in four different categories will be shown as illustrative of the past television season. One of these will be prepared by NBC-TV's "Project 20" group. The other three filmed excerpts – in the categories of humor, drama and variety—will be announced later.

WHCT Sale OK'd

(Continued from page 1)

to spend $10 million. Under the pay-TV plan, certain of WHCT's hours will be given over to subscription programming.

RKO General owns Hartford Phonevision, and it is planned to use Zenith equipment for receiving the pay-TV programs. The Zenith equipment will be leased to householder-subscribers.

From Theatre to TV In Only Three Weeks

J. A. Arthur Rank's comedy, "Your Past Is Showing," starring Peter Sellers and Terry-Thomas, will have its TV premiere on Saturday, June 18, on WABC-TV's "The Night Show" here.

The film ended an engagement at the Apollo Theatre on 42nd Street only last week.

CBS Ad, Information Directors Will Meet

Advertising and information services directors of the five CBS owned television stations will meet on June 23 and 24 at the St. Regis Hotel here, it was announced by Craig Lawrence, vice-president, CBS Television Stations.

The two-day session will be devoted to discussions of fall promotion plans of local and CBS Television Network programs and to an exchange of ideas in the general areas of advertising, promotion, research, publicity and audience promotion.

Kidder Meade the Speaker

Addressing the meeting will be Kidder Meade, vice-president, corporate information, CBS, Inc. Representatives from the CBS Television Station Division who will take part in the meeting include: Lawrence, Thomas Fisher, vice-president and general attorney; Harvey Struthers, vice-president, station services; Robert Davis, director, research; Hal Hough, director, program services; and the following representatives of CBS Television Spot Sales: Bruce Bryant, vice-president and general manager; William Hohmann, director, sales promotion and research; Joseph Dowling, manager, sales promotion; Robert Schneider, manager, research and Miss Pearl Masser, assistant sales promotion manager.

Coca-Cola Co-Sponsor Of 'Ozzie and Harriet'

The Coca-Cola Co. has announced that it will co-sponsor "The Adventures of Ozzie and Harriet" over the ABC-TV network beginning Sept. 28. The company will join Eastman Kodak Co. in presenting the family comedy show starring Ozzie and Harriet Nelson and their sons, David and Ricky.

The show will continue on its regular 8:30 to 9 P.M. (EDT) time spot each Wednesday.

The beginning of the new fall season under the joint sponsorship of Coca-Cola and Eastman Kodak will mark the ninth consecutive year the Nelson family has been on ABC-TV.

Celler Anxious to Resume TV Heari

From THE DAILY Bure

WASHINGTON, June 1.
anti-trust committee chairma
uel Celler (D., N.Y.) said t
he is "anxiously considering
tion of hearings on the tele
dustry."

He made the statement
Justice Department reported
National Broadcasting Com
not use the value and powe
work affiliations in the course
tiating an exchange and a pu
TV stations in Boston and S
cisco.

Warns of Legislatio

Celler had asked the Jus
partment to explain why it
intervening in these deals
also predicted that the net
actions such as this would
strictive legislation on them

'All-Family Classic Set on CBS Next S

"All-Family Classics," a
six two-hour dramatic speci
on some of the world's greate
will be presented next seaso
CBS Television Network, it
nounced by Oscar Katz, v
dent, network programs. Da
kind will produce the series f
Associates Ltd., in associat
the CBS Television Network.

Each program will be pre
two installments of one ho
from 7:30 to 8:30 P.M., on s
nights.

One-half sponsorship of "
ily Classics" has been purc
John H. Breck, Inc. Properti
consideration for the series
adaptations of Charles Dicken
"David Copperfield" and "C
pectations"; "The Man in
Mask" and "The Three Mu
both by Alexandre Dumas p
London's "The Sea Wolf
Twain's "Tom Sawyer" an
Louis Stevenson's "Kidnappe

Hollywood Museu Reception on Jun

From THE DAILY Bure

HOLLYWOOD, June 1.–
tion and presentation of p
exhibits for the Hollywood
Picture and Television Mus
be held at the Screen Direct
Theatre on the evening of
The Hollywood Museum Co
and the Los Angeles County
Supervisors, which have been
together on the museum, wil
the affair.

The event will activate the
and press councils formed to
Museum.

My heartfelt thanks to the members of the National Academy of Television Arts and Sciences for having nominated me for Outstanding Directorial Achievement in Drama for "The Untouchables," Parts One and Two

PHIL KARLSON

Also, my sincere thanks to the members of the Screen Directors Guild for their Best TV Film Directorial Achievement Award for 1959 for "The Untouchables," Parts One and Two

and to

Look Magazine for its 1959 Award for Outstanding Accomplishment in the Field of Television to "The Untouchables," Parts One and Two, as Best Dramatic Show.

My congratulations to my fellow "The Untouchables" nominees: Robert Stack for Outstanding Performance by an Actor in a Series; Frank Smith for Outstanding Achievement in Art Direction and Scenic Design; Charles Straumer for Outstanding Cinematography; Ben H. Ray and Robert L. Swanson for Outstanding TV Film Editing.

TENT TALK

Variety Club News

ALBANY, N. Y.—Members of Tent No. 9, together with the board of directors of the Albany Boys Club and the Junior Chamber of Commerce, will sell copies of the *Times-Union* on downtown business corners on the evening of June 23 and the morning of June 24 for the benefit of Variety Club's Camp Thacher Fund. Mayor Erastus Corning, an honorary barker, will proclaim June 24 as "Camp Thacher Day."

△

DETROIT—Tent No. 5 has elected its officers for the Barkerettes. They are: Mrs. Thomas Byerle, president; Mrs. Luis Mitchell, vice-president; Mrs. Eugene Welling, corresponding secretary; Mrs. Arthur Herzog, Jr., recording secretary, and Mrs. Alden Smith, treasurer. New board members are Mrs. Irving Belinsky, Mrs. Gil Green, Mrs. Woodrow R. Praught and Mrs. Jack Zide.

Telemeter Price

(*Continued from page* 1)

it was said, is to find a formula that will not give the fight telecast to pay-TV for a lower price than others in Toronto will have to pay to see the big screen, closed circuit telecast. That is $5 at a local theatre and the same admission price at the Toronto ball park. The Telemeter coin box, however, can only take $2 for a single program.

Being discussed is a proposal for a per capita charge based on the number of homes hooked up to Telemeter in Etobicoke. It would be up to Telemeter to decide whether it would absorb the charge in excess of its coin collection maximum or pass it along in some way to its subscribers.

Even with a Telemeter subscriber charged the equivalent of a theatre or ball park admission, it was pointed out, he would still have the advantage of being able to invite into his living room as many free-loaders as he wished.

700,000 Seats; Half in Theatres

As previously reported, about 700,000 seats will be available in some 210 locations for the closed circuit TV of the Johansson-Patterson fight. About half the locations are theatres. More could have been signed, TelePrompTer said, except for the fact that telephone tie lines are not available. However, there is no shortage of portable equipment.

Film rights to the fight appear set for United Artists but still no deal has been signed.

Hugh Hollan Dies

ATLANTA, June 1. – Hugh E. Hollan, Southern district manager for the Motion Picture Association, with headquarters in Montgomery, Ala., died in his sleep at his home here.

Need Stronger Code Support, Say Protesta

(*Continued from page* 1)

of the Council, American churches and their leaders were asked to concern themselves with the effect of radio, television and films upon the American public.

Censorship was specifically rejected by the Council's 250-member general board as a policy for improving the mass media. Rather, it counselled that churches take "positive steps to serve as wise stewards for the public good."

The report approved by the board contained the findings of a two-year study by the commission. Some 34 clerical and lay leaders ranging from the Right Rev. James A. Pike, Bishop of California, to Spyros P. Skouras, president of 20th Century-Fox, comprised the commission membership.

Its findings were reported to the general board for action by its chairman, Dr. Wilbour E. Saunders, president, Colgate - Rochester Divinity School. He noted that commission members exchanged views with industry representatives.

Termed a Study Document

The statement, containing a broad analysis of mass media and the churches' responsibility in this area, will go to the churches as a study document. They will be asked to study its findings and be guided by them as they explore their own relationship with mass media.

The report urged church leaders to cultivate consultative relations with leaders of the entertainment industries, "recognizing that many of them are deeply concerned to improve their own products."

In approving the concept of self-regulation for the motion picture industry, the Council deplored "attempts of irresponsible individuals to circumvent both the spirit and letter of the Code and of other industry efforts at self-regulation." It added:

Appeal to National Representatives

"Since the justification usually given for such attempts at circumvention is either that the Code is unreasonably 'restrictive of dramatic and artistic integrity', or that the public is ready for more 'realistic' depiction of life than the Code allows, encouragement should be given to concerned Christians both directly and through the national representatives of the churches:

1. To make clear to the industry that in the churches' view the avoidance of offense is a minimum goal, and to suggest more positive objectives, such as the treatment of human life with integrity, respect for the person, the avoidance of stereotyping, and the recognition and honest treatment of controversial issues.

"2. To let the studios and the Production Code Administration know when the film fare being offered is not acceptable, and to do so in terms of specific criticism of specific films.

"3. To back the Production Code Administration in any effort it may make to improve its Code or to make self-regulation operate more effectively.

"4. To support and encourage others to support those films which exemplify the art of the motion picture at its best and to withhold support of films inimical to the public welfare, while at the same
ploring the tendency, often
of making superficial, intole
dogmatic group judgments
TV and radio programs, an
forcing these judgments by
tarian methods."

Seeks Liaison with Indus

The report said the Nation
cil should "formally iden
structures, organizations and
who can officially repres
churches in maintaining liai
the industry and see that
vigorously supported in the
ance of this function."

Provision should be r
added, by the responsible l
of the churches for revie
service or services "character
discriminating spirit and hi
ards of judgment to assist i
people in making evalua
specific films."

One board member, whil
jecting to the report, called
to the fact that more and m
pendent film producers disr
provisions of the motion pic
each year. They are usually
responsible for the "rot" tha
the screen, he said.

Sees 'Moral Disease

The study commission al
"We speak here not mer
pathological preoccupation
and violence or of revelatio
honest practices within the
but more fundamentally o
sumption which governs t
man's end is material a
power and pleasure, to be
through competing with, r
ing and exploiting his fell
This, the Council said, is sy
of a moral disease in our soc

Turning to the radio and
industries, the Council said
"in the throes of a crisis v
moral dimensions."

The Council urged th
Communications Commissio
prove its disposition to enfo
means of enforcing the po
ready has to grant or withho
on the basis of demonstra
ness of stations to operate i
lic interest.

Would Approach F

The Council further call
churches to "speak represen
the FCC and to Congress a
the FCC to fulfill its legal r
supervise and regulate." It
the testimony given before
by National Council staff la
ber was an instance of thi
in operation.

The Council would enc
FCC to set up local boards
and to hold public hearings
cal level to evaluate the pe
of radio and television s
cases where questions h
raised as to their operation i
lic interest. The broadcasti
has an obligation not only t
fense, but to help broaden
lectual and spiritual horizo

'Hope' Films

(*Continued from page* 1)

coming visits of the ship to Indonesia and Viet Nam. Representatives of the embassies of those countries also attended the ceremony at MPA headquarters.

Project Hope is an organization which is fitting and staffing a hospital ship as a floating medical center to visit countries in Southeast Asia during its first year of operation. Primary objective is to bring to the medical professions of other countries the latest medical information developed by the American medical professions.

Films presented by the American films companies include: Allied Artists, "Friendly Persuasion" and "Let's Be Happy"; Columbia, "The Last Hurrah" and "Middle of the Night"; MGM, "The Long, Long Trailer" and "The Clown"; Paramount, "Funny Face" and "Teacher's Pet"; 20th-Fox, "Sink the Bismarck" and "Dog of Flanders"; United Artists, "Separate Tables" and "The Fuzzy Pink Nightgown"; Universal, "Never Say Goodbye" and "Foxfire"; Walt Disney, "The Vanishing Prairie" and "The Littlest Outlaw"; and Warner Bros., "The FBI Story" and "The Pajama Game."

Florida Exhibitors To Meet in Orlando

Special to THE DAILY

JACKSONVILLE, June 1. – The Motion Picture Exhibitors of Florida, an affiliate of the Theatre Owners of America, will hold a convention at the Cherry Plaza Hotel in Orlando, Fla., on Sunday and Monday, June 19 and 20, Joseph Lipson, MPEOF president, announced today.

Sunday activities will be confined to registration and a social evening, with all business sessions scheduled for Monday.

The Florida unit will hold its annual convention at the Robert Meyer Hotel in Jacksonville on Oct. 30-Nov. 1, Lipson said.

RKO 23rd to Make Way For Housing Project

The RKO 23rd St. Theatre here will close in mid-June prior to demolishment next month to make way for the 2800-family Penn Station South housing development.

The theatre, which was acquired by RKO in 1938, was first an opera house when constructed in 1868. Subsequently it housed plays, silent films, burlesque and vaudeville.

ll
News
hat
lews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 107 NEW YORK, U.S.A., FRIDAY, JUNE 3, 1960 TEN CENTS

Urged Now

ly ’61 Plan Sponsoring car’ Show

e Invites Web Bids; ;enefit to Industry

SAMUEL D. BERNS

:WOOD, June 2. – A move ıder way to decide upon in- commercial sponsorship of emy Awards presentations radio networks in 1961, in- ɔeing faced with a last-min- on, B. B. Kahane, president cademy of Motion Picture Sciences, disclosed today to PICTURE DAILY.

he networks have been in- id for exclusive rights to the nnual motion picture event. work indicated it would ıe show for purely out-of- ɔsts as a public service pro- posals by the other two ma- rks are expected to be pre-

Continued on page 5)

Finds Church View ms ‘Constructive’

otion Picture Assn. of Amer- ound the motion picture and report of the National Coun- urches, made public in New Vednesday, “constructive and ding.”

icial of the association de- t reflected exchanges of tween the Council and in- icials and said meetings with ıcil will be continued. The heduled for June 24 in Hol-

ouncil’s report, the result of

Continued on page 5)

lates 23 Films Next Five Months

of 23 pictures, with a pro- ost outlay of more than $40,- will be released during the months by 20th Century- company said yesterday.

will be at least four releases nth, and in some cases five

Continued on page 2)

Conn. Exhibitors’ Committee to Lead Drive Against Hartford Pay-TV Test

Special to THE DAILY

WOODBRIDGE, Conn., June 2.—A triumvirate will lead the campaign of Connecticut motion picture exhibitors against the proposed test by Zenith-RKO General of pay television on station WHCT in Hartford.

Establishment of a committee to undertake an immediate opposition campaign was unanimously voted at a meeting here today of Connecticut exhibitors, called by the Motion Picture Theatre Owners of Connecticut at Woodbridge Country Club. Selected as the triumvirate were: B. E. Hoffman of Connecticut Theatres, New Haven, to represent the Connecticut TOA; Maurice Bailey of Bailey Theatres, New Haven, for Allied States members, and Bernard Menschell of Menschell Theatres, Manchester,

(*Continued on page* 3)

Houston and Dublin Vie for VCI Meet

Special to THE DAILY

TORONTO, June 2. – Competition for the 1962 convention of Variety Clubs International will reach a feverish pitch on Saturday when both the Houston and Dublin tents put on their best bib and tucker before the whole convention. The Irish group, headed by Jack Cruise, already grabbed the spotlight at Wednesday’s luncheon when they made presenta-

(*Continued on page* 4)

Improved Handling of Film News Is Sought

Statements are being secured from advertising managers of leading newspapers over the country who do an exceptionally good job with their motion picture pages by the advertising-publicity directors committee of the Motion Picture Ass’n. The group plans to use the letters to stimulate

(*Continued on page* 5)

Fall Newspaper Contest Studied by Ad-Pub Unit

A new plan for a newspaper contest in which $1,000,000 in prizes would be offered through a tie-in with motion pictures and the products of major national manufacturers was presented yesterday to the advertising and publicity directors committee of the Motion Picture Ass’n. at its regular monthly meeting.

The plan was presented by Ted Baldwin, of the Ted Baldwin Organization, and is already supported by

(*Continued on page* 4)

Showmen Divided on Possible Effects Of B’way Blackout on Film Business

By SAUL OSTROVE

There was plenty of speculation but very little agreement yesterday among theatre managers, circuit executives and publicists who were asked to calculate the possible effect of Broadway legitimate theatre closings on first-run motion picture business around Times Square.

Last night, for the first time in 41 years, all 22 legitimate theatres were shuttered, following a breakdown of negotiations for a new contract between Actors’ Equity and producers. Will disappointed ticket-holders drift into film houses or stay at home?

“It’s reasonable to assume that people with legit tickets will have to find other means of spending their time,” said Robert K. Shapiro, managing director of the Paramount. “But I think most of them probably will stay at home. On the other hand, as far as movie theatres are concerned, it does make things easier.”

Jerry Sager, publicist for the Criterion, Forum and 55th Street Playhouse, told of another angle generally overlooked in the new scheme of things.

“I’ve been asked to prepare a block of 200 tickets to the Criterion for sale to a women’s group which had tickets for a legitimate show,” he said. “Now that they’ll be stuck downtown after their luncheon next week, the thought

(*Continued on page* 2)

More Coming

1st $2 Million For New Film Company Paid

ACE Says 5 Circuits Have Put Up $400,000 Each

The American Congress of Exhibitors yesterday confirmed that the five national theatre circuits have deposited $2,000,000 as the beginning of a fund to augment the supply of feature pictures for the theatres of the country through the early formation of an exhibitor-sponsored production company.

It was the first official statement by ACE on the project, which has been in the planning stage for many months. Official silence was maintained, it was understood, because of the failure of earlier projects which

(*Continued on page* 5)

MPEA Hits ‘Unfair’ Tax Plan in Argentina

Means by which member companies of the Motion Picture Export Ass’n. can combat an Argentine tax regarded as “discriminatory” were discussed at the weekly board meeting here late Wednesday. The tax is imposed on theatre tickets there and a rebate goes to exhibitors and producer-distributors. So far, however, the rebates have been granted to Argentine distributors only, and MPEA members feel this is unfair.

In other business the board agreed

(*Continued on page* 4)

Decision Reserved on Intermountain Buy

Judge Edmund L. Palmieri reserved decision in New York Federal Court yesterday on a petition by Intermountain Theatres, Inc. a subsidiary of AB-PT, to acquire the Motor-Vu Drive-in at Salt Lake City.

The judge indicated he would allow the acquisition, when attorneys submit an order encompassing minor conditions imposed by the government. The government said the acquisition would not restrain competition.

PERSONAL MENTION

JACK H. LEVIN, president of Certified Reports, is in Buffalo from New York.

•

MORTON NATHANSON, United Artists director of international advertising and publicity, will leave New York at the weekend for Europe.

•

SAMUEL BRISKIN, Columbia Pictures vice-president in charge of West Coast activities, leaves over the weekend for New York.

•

JEROME M. EVANS, Universal Pictures Eastern promotion manager, is in Memphis from here.

•

JAMES J. KRIEGSMANN, of J.J.K. Copy-Art, has returned to New York from Rochester.

•

KATE CAMERON, motion picture critic of the *New York Daily News*, will leave New York today aboard the "Cristoforo Colombo" for Italy.

•

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager; ED MOREY, vice-president, and E. L. "NICKY" GOLDHAMMER and ARTHUR GREENBLATT, sales executives, will leave New York today for Chicago.

•

ARTHUR FREED, producer, has returned to Hollywood from Chicago, New York, Atlanta and Dallas.

•

BERT ORDE, of *Redbook*, will leave here at the weekend for the Coast.

•

JAMES CARRERAS, managing director of Hammer Films, London, will arrive in New York this weekend from Toronto.

•

JACK L. COPELAND, executive producer of Allied Artists' newly-formed informational and commercial films division, will leave Hollywood Monday for New York.

check
with.....
national
screen
service
for the best in
SPECIAL TRAILERS

Study Theatre Strike Effects

(Continued from page 1)

of going to a movie instead appealed to them. This might influence our business."

Russell V. Downing, president and managing director of the Music Hall, said: "I'm a great believer in the fact that competition is the lifeblood of any business. It all adds up to this: 'What have you got to offer?' And that goes for every form of amusement, the more the better," Downing said.

Looking forward to the summer season, Downing feared that if the legitimate closings continue indefinitely tourism here would drop. "Many out-of-towners won't come here at all if the theatres are closed," he added.

Ernest Emerling, vice-president of Loew's Theatres, said film houses with hard-ticket policies probably would benefit more than the others. He suggested that "Ben-Hur," now at Loew's State, would sell more tickets, because it is the kind of picture that appeals more to legitimate theatregoers. "I think that people caught downtown will also begin to drift into houses such as the Capitol, too," he said.

Of still another view was Harry Mandel, vice-president of RKO Theatres, Inc. "They ('live' theatre-goers) are a different breed of people. They'd just as soon stay home as come downtown to see a movie. Of course I hope the closing helps our business, but I'm not counting on it."

'House of Usher' Bow In Palm Springs June 18

From THE DAILY Bureau

HOLLYWOOD, June 2.—American International Pictures' CinemaScope and color production of the Edgar Allan Poe classic, "House of Usher," will have a charity world premiere in Palm Springs, Calif. on June 18 at the Plaza Theatre. The charity premiere, first in the company's history, will benefit the Angel View Crippled Children's Foundation, located in Palm Springs.

A special dinner honoring AIP executives James Nicholson and Samuel Arkoff will be held at the Riviera Hotel preceding the premiere and will be attended by the city fathers of Palm Springs and members of the press.

Mrs. L. A. Rogers Dead

ATLANTA, June 2. — Mrs. L. A. Rogers, 62, for many years an employee of film exchanges here, is dead following a long illness. Her husband, who died in 1930, was a pioneer projectionist who showed the first film at the Fox Theatre here. Mrs. Rogers was a member of Women of the Motion Picture Industry.

M-G-M Sales Conference

Jack Byrne, vice-president in charge of sales for Metro-Goldwyn-Mayer, will meet here today with company sales representatives from Eastern and Southern sales divisions. Burtis Bishop, Jr. and Robert Mochrie, assistant general sales manager, will participate in the discussions.

'River' to Berlin

Elia Kazan's "Wild River" a 20th-Fox release, will be shown at the Berlin Film Festival which takes place in the West German capital from June 24 to July 5.

Fox Slates 23

(Continued from page 1)

and six, with a minimum of ten "blockbusters" to be spread out through the entire five-month period including the generally slow season of September when both "Let's Make "Love" and "High Time" will be released.

This orderly release policy, according to Spyros P. Skouras, president, is in keeping with exhibitors' requests that top-budget attractions be made available throughout the entire year.

In addition to these 23 pictures with specific dates, at least a dozen more are to be released by the end of the year, although no dates have been assigned as yet. These, also, will include several blockbusters to be apportioned evenly in the final quarter.

'Man,' 'Montparnasse' For Stratford Festival

"Man in A Cocked Hat" starring Peter Sellers, and "Montparnasse 19," last film made by the late French star, Gerard Philipe, have been selected for pre-release showing at the First Stratford International Film Festival, it was announced by Albert M. Pickus, chairman and Val Chevron, executive director of the Stratford, Conn., Festival. "Man in A Cocked Hat" is a Boulting Brothers Production, being distributed in the United States by Show Corporation of America. "Montparnasse 19" is being distributed here by Continental Distributing, Inc.

'Gantry' Bows June 29

HOLLYWOOD, June 2. — United Artists' "Elmer Gantry," Burt Lancaster-Richard Brooks production of Sinclair Lewis' novel, will have its world premiere opening on June 29 at the Hollywood Paramount Theatre.

Hearing on Wage Suspended to Jun

From THE DAILY Burea

WASHINGTON, June 2. House Labor Committee pended until June 7 its clo consideration of the propo minimum wage law.

No objections were raise group to the proposal, made Roosevelt (D., Calif.) and D Pa.) to exempt motion pictu tres from the law. It would seem quite certain that the R Dent amendment to the mea be adopted whenever the c starts to take formal votes, next week.

Jerrold Elec. Inco Jumps 104% for

Special to THE DAIL

PHILADELPHIA, June 2 Electronics Corporation had cent increase in operating and a 104 per cent increas income for the fiscal year en 29, 1960, according to Shapp, president.

Operating revenues from services during the year $8,416,750, as compared wit 371 during the previous fis Net income after taxes for reported on amounted to $81 67c per share which include curring income of $283,656 o share, representing the profi sale of the community anten in Key West, Fla. This repr approximate 104 per cent over net income of $397,65 per share for the fiscal year e 28, 1959.

60 'Apartment' D

Billy Wilder's "The Apart been set for release in 60 tions from Atlanta, Georgia, Washington, in the next six United Artists. The film will New York premiere on W June 15, at the Astor Theat

To Remodel Auro

BALTIMORE, June 2. — underway for a temporary the Aurora Theatre for exte modeling.

NEW YORK THEA

RADIO CITY MUSIC H
Rockefeller Center • Ci 6-46
WALT DISNEY'S 'Pollyar
Starring JANE WYMAN • RICHAR
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION
in TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HAL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Cir Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

rtford Drive

'ontinued from page 1)

› represent unaffiliated thea-

tended that each theatre will
ed on basis of 10 cents a
h drive-in will pay on basis
ts per car space. Committee-
make a progress report with-
vs.

iate goal of the triumvirate is
unds to retain a Washington,
orney to oppose before the
Communications Commission,
KO General's anticipated ap-
for a pay-TV test authoriza-
to retain public relations ex-
conduct a local camapign to
e public of the cost of toll-
individual TV set owner.

ilip Harding a Speaker

hibitors heard Philip F. Harl-
man of TOA's Anti-Toll-TV
e and chairman of the in-
oint Committee Against Toll-
ak on the urgency of the
in Connecticut. Harling told
that they must initiate a
lations campaign as quickly
e to mobilize public opinion
he proposed test and must
ie Zenith-RKO General ap-
before the FCC as being
o the public interest.
ging cooperation of the na-
ibitor Anti-Toll-TV Commit-
Connecticut effort, Harling
ained that exhibitors are at-
on a national scale to out-
TV by securing the passage
Resolutions 130 and 6245
d by Rep. Oren Harris, chair-
ie House commerce and for-
ions committee, which would
rms of pay-TV, cable as well
ast.

ion Purchase Approved

neeting followed by two
e first session of Connecticut
to marshal against pay-TV,
s called because Zenith-RKO
had petitioned the FCC for
n to buy Station WHCT, in
run pay-television programs
UHF station during evening
a three-year test period.
KO General filed on April
uire the station and the ac-
was approved by the FCC

pointed out to the exhibitors
elatively rapid action by the
approving the station pur-
licates probably prompt con-
by the FCC of Zenith-RKO
application for an actual
est. Therefore, it was agreed
anization of the Connecticut
was necessary if the appli-
o be opposed. The exhibitors
ledged an immediate cam-
raise the initial funds.

erman Levy in Chair

n M. Levy, executive secre-
e Connecticut unit, presided.
eakers included Harry Gold-
vertising-exploitation-promo-
tor of Stanley Warner Thea-
Albert Floersheimer, Jr., di-
public relations for TOA.

Guild Films Asks to Register New Shares

From THE DAILY Bureau

WASHINGTON, June 2. – Guild Films Co. of New York has asked the Securities and Exchange Commission to register 17,644,891 shares of common stock.

The company says that 2,749,891 of these shares have already been issued and listing application for them has been made to the American Exchange. It is asserted that all were issued under appropriate exemptions from registration.

The firm says it will offer 2.4 million shares to creditors in satisfaction of their claims against the company. It also proposes to offer 12,515,000 shares to the corporation comprising the Vic Tanny Gymnasium System pursuant to an agreement for acquiring the Tanny System.

The Guild Films prospectus lists John J. Cole as president. W-R Corp. owns 350,000 shares or 11.7 per cent of outstanding stock, obtained (along with an additional 50,000 shares) in return for a series of films received by Guild Films.

'Thunder' World Bow In South Carolina Tues.

"Thunder in Carolina," a Howco International release, will have its world premiere in four theatres in South Carolina next Tuesday night. They are the Darlington, in Darlington; the Carolinan and Colonial in Florence; and the Berry in Hartsville.

The next day the film will open in 100 theatres throughout North and South Carolina. The picture was filmed in South Carolina with the famed "Southern 500" stock car race as a background. It stars Rory Calhoun.

Reopens in Jacksonville

JACKSONVILLE, June 2. – Cecil Cohen has reopened his recently-acquired local Wesconnette Drive-in Theatre under the new name of Twin Hills Drive-in. Extensive improvements have been made.

Cohen also has acquired the closed Victoria Theatre, New Smyrna Beach, and plans to reopen it in July, following remodeling and repairs.

Samuel Roeder Dies

SAN FRANCISCO, June 2.–Samuel Roeder, West Coast attorney for the American Society of Composers, Authors and Publishers, died at his home here following a lengthy illness. Associated with ASCAP for more than 40 years, he is survived by his wife, Sylvia, and two children.

Masterson Mass June 9

A seventh anniversary Mass for the late Very Rev. Msgr. Patrick J. Masterson, former executive secretary of the National Legion of Decency, will be offered in the Lady Chapel of St. Patrick's Cathedral here on June 9 at 9 A.M.

Eddie Dowling Highway To Be Opened June 12

Special to THE DAILY

PROVIDENCE, R. I., June 2. – "Ribbon cutting" ceremonies have been scheduled for Sunday, June 12, to open and dedicate the Eddie Dowling Highway, named in honor of the screen and stage producer and actor, a native of Providence. The highway has been known in the past as Route 146–Louisquisset Pike.

The procession will start at 1 P.M. from the rear of the Lincoln State Police Barracks and will proceed to the beginning of the highway, at the North Providence Lincoln Town line. Following the ceremonies a reception will be held.

Para. (Detroit) Moves

DETROIT, June 2.–The Paramount branch here has moved to new offices in the Fox Theatre Building. Inspection and shipping service has been turned over to National Film Service.

PEOPLE

James H. Hanley, recently assistant to the president of Pathe Laboratories, has joined Consolidated Film Industries, Hollywood, as special assistant to general manager **Sidney P. Solow.**

□

Edward Watson and **Mrs. Watson** have acquired the Princess Theatre, Jacksonville, from **Tom Coleman.**

□

Mrs. J. F. Nye has been elected president of the Columbus (Ohio) and Franklin Country Motion Picture Council for the coming year.

□

John Q. Adams, III, son of **John Adams**, executive vice-president of Interstate and Consolidated Theatres, Dallas, has been awarded membership in Phi Beta Kappa at Oberlin College, Oberlin, O.

Entertainment in Israel

"If there's one thing the Israelis like it's a good time. Theatres, movie houses, concert halls, night clubs and athletic arenas are nearly always jammed with customers."

That is the beginning of an exclusive Herald Tribune series reporting on the million dollar entertainment industry in Israel. Four on-the-scene stories by famed Hollywood reporter Joe Hyams and Trib Israel correspondent Alvin Rosenfeld tell the remarkable tale of Middle East Show Business...its successes, its size, its censorships. Start this informative Sunday series in the fascinating amusement section of this

Sunday's

Herald Tribune

Fall Contest

(*Continued from page 1*)

leading circuits. The ad-pub group referred the idea to its exploitation committee, headed by Rodney Bush, for further study.

Baldwin devised the plan as a fall promotion and envisages that from 3,000 to 4,000 theatres will participate. The contest will be built around the motion picture industry's slogan with contestants filling out the following line in 25 words or less: "Why I Get More Out of Life by Going Out to a Movie. . . ."

Prizes are to be supplied by 10 national advertisers and will include automobiles, home appliances, etc.

The contest will promote specific pictures of the major film companies by including a list with contestants asked to name the five upcoming ones they would most like to see. It is anticipated that the contest would be on a weekly basis in each city and run for three weeks.

The ad-pub directors also took under consideration a plan for a national Motion Picture Week in the fall.

Changes Theatre's Name

WINTER HAVEN, Fla., June 2.—Carl Floyd, owner of the Outdoor Drive-in Theatre here, has changed the name of the operation to Haven Dale Drive-in. It is the newest addition to his 40-theatre circuit in central Florida.

No NAB Code Edict Yet On Screen-Credit Cuts

From THE DAILY Bureau

WASHINGTON, June 2. — The National Association of Broadcasters' Television Code Review Board met today and discussed the problems raised by the practice of some TV stations slicing screen credits from TV films. No definitive solution was reached, and the question was assigned to a subcommittee for further study.

It would appear as though no action is likely to be taken before Labor Day, and further meetings—possibly in Hollywood—with the Alliance of Television Film Producers will be necessary.

Satinsky on the Coast

Joseph Satinsky, president of R.C.I.P., Inc., has left here for Hollywood, where he will discuss future product for distribution with the firm's West Coast staff, headed by Iz Weiner. Later he will visit San Francisco, Dallas and Chicago.

Theatre Renovated

BALTIMORE, June 2. — The Edgewood Theatre, owned by Durkee Enterprises, is undergoing a complete renovation. Respacing seats will reduce the number from 1,175 to 675. The lounge is being redecorated and an overall painting job is scheduled. The house will operate along the lines of an art theatre.

Are You Booked For the Industry's Greatest Fun Event of the Year?

We're Talking About the

Cinema Lodge, B'nai B'rith

9th Annual Film Industry

Golf Tournament and Funfest

At the Ryewood Country Club
Rye, New York
Thursday, June 16th.

Make Your Reservation Today!

Write Martin Levine, Chairman, 229 West 42nd Street
or call Longacre 5-4566

$20 Golf, Luncheon, Dinner
$15 Golf and Dinner $10 Dinner Only
Gala Prizes

EVERYBODY WELCOME

Unless Ticket Is Purchased Prior to Date,
Cost Will be $25

Variety Clubs

(*Continued from page 1*)

tions to Toronto's mayor from his counterparts in Dublin and in Belfast. They also threw in a shillelagh.

Friday night before Variety Village graduation at Toronto International Film Studios, Ltd., at a barbecue, the Irish delegation of six are throwing an Irish coffee party.

Lord (Killanin) Aiding Them

The Irish are boasting "we have the lord on our side." They actually mean it. Lord Killanin, well-known in film production, is with them.

Nathan D. Golden, international heart chairman, revealed at today's session that more than $2,700,000 was spent during 1959 for a varied number of projects in behalf of needy and handicapped youngsters, to bring the total spent by Variety Clubs International since 1929 well over $80,000,000 for humanitarian activities.

Golden said that more than 400,000 individuals benefitted during the past year from money raised through the combined efforts and activities of Variety's nearly 10,000 members from all branches of show business all over the world.

Editors Participating

A panel of motion picture trade paper editors and publishers today determined which Variety Club has performed the most outstanding campaign for children during the past year. That tent will be presented the coveted Heart Award at the banquet in the Royal York Hotel Saturday. At that time also, the annual Humanitarian Award will be announced.

Participating in the presentation will be Canada's famous comedy team of Johnny Wayne and Frank Shuster, both of whom are members of Variety Club of Ontario, Tent No. 28.

Also attending will be Gina Lollobrigida and the Israeli film star, Elana Eden.

MPEA Hits Tax Plan

(*Continued from page 1*)

on a formula for dividing certain administrative tax rebates in Formosa. Shows for soldiers there are subsidized by the government through a payment of tax receipts to producers.

The board further agreed to seek additional licenses in Indonesia for the current year.

Also discussed was the 10 per cent municipal tax in Sao Paulo, Brazil, but no action was taken on this.

'Black'-Camera Tie-up

Universal Pictures and Yaschica Cameras have developed a joint promotion on "Portrait in Black" involving 35 key situations in the United States. In each of these markets, Yaschica is posting one of its 16mm subminiature cameras and one of its "44" Reflex cameras with a total value of $100 for each market, which will be available for prizes in tie-ups between local Yaschica dealers and local theatres participating in lucky number drawings.

REVIEW:

Walk Like A Drago

Paramount

East almost meets West—
quite—in "Walk Like a Dra
tale of America's far weste
tier in 1870, when an Ameri
a Chinese immigrant come
killing each other for the lo
beautiful Chinese girl. The
filled with "almosts"—Jack L
American, almost marries No
Carthy; James Shigeta, Miss
thy's almost suitor, is almo
several times, and man's cour
reason almost is overcome at
by confusion and bigotry. Th
is "off-beat" enough to be
as an unusual adult Western
as a film of strong topical int

Lord, a stubborn but con
ate character, in the beginni
Miss McCarthy from a frontie
when he outbids richer men
her at a San Francisco slave
His intentions are honorabl
he takes her home to live
mother in the small town o
She washes his clothes, lear
lish and eventually falls in lo
him, and he with her. His cor
is Shigeta, a sulking young in
who despises the white man.

Mel Torme, in the unlikel
a singing, gun-slinging ev
teaches Shigeta the quick d
lives barely long enough to
Shigeta plugs him dead in
down fight. In the end, and
she has declared her love f
Miss McCarthy goes off with
one of her own, and therein
some sort of a message.

Producer-director James
(with Daniel Mainwaring,
also wrote the screenplay)
tolerance, defiance of co
nineteenth century Jim Crow
the abyss confronting white
ental lovers. He wisely has
newer performers to play out
story.

Running time, 95 minutes. Re
June.

SAUL

AIP Comic Book

American International Pic
completed arrangements w
Comic Books, through Weste
ing, for the publication of tv
books on two AIP producti
first will be "Goliath and Dr
be co-produced in Italy, starr
ard Harrison, scheduled for
release; and the second is "
the World," which will be
in Hollywood, starring Vince

Bob and Lucille M

HOLLYWOOD, June 2. —
of Bob Hope and Lucille
since appearance together in
ful Jones" and "Fancy Par
celebrated today on their fir
shooting in Panama and Fra
duction of "The Facts of
United Artists with a press
on the set at Desilu Studios.

UA's Max Youngstein, the
producer-director team playe

$2 Million

ontinued from page 1)

l on exhibitor financing to get ground. ACE reportedly ntil the basic financing was a before issuing an official t.

op Officials Present

noney—$400,000 apiece—was l by American Broadcasting-nt Theatres, Loew's Theatres, Theatres and Television, eatres and Stanley Warner e action followed a meeting erday of the heads of the five Present at the meeting were Goldenson, president, and I. Markley, vice-president of Eugene Picker, president of Theatres; B. Gerald Cantor, of NT&T; Sol A. Schwartz, , RKO Theatres; and Si H. president of S-W, and chair-ACE.

itial $2,000,000 is the nucleus onal fund which will be add-y the participation of inde-exhibitors, and is expected to many millions, according to statement. Commitments of al additional sums already n made by other theatre com-was stated.

ral Participation Expected

ported in MOTION PICTURE yesterday, an additional 0 minimum is expected to be by 10 to 25 of the nation's dependent circuits. Thereaf-exhibitor participation is ex-o be solicited, probably with f Theatre Owners of America d States.

gh the ACE statement gave s, it is reported that the new may also augment its capital a public stock issue and o effect a tie-up of some kind tion Picture Investors, which stock to exhibitors with the elping to relieve the product by acquiring outstanding pic-m company libraries for the-sue.

lso reported that the projected pany might have its own dis-organization, in the manner d First National Company. It ed to be responsible either on or through financing of out-ducers for production of a of one additional feature The pictures are expected to the program type made at le budgets.

port Objections Cleared

reportedly has had conversa-th the Department of Justice lans for the new company and bly has cleared objections ht arise where Loew's Thea-&T and S-W holding a pro-interest are concerned. Their decrees prohibit them from in production, although AB-PT and RKO Theatres do sumably, Justice does not ob-e three circuits having an in-an exhibitor-sponsored pro-company in which they would not have pre-emptive rights to the pictures produced.

ACE began planning the new company after conferences with heads of major companies revealed that there was unlikely to be any appreciable increase in the number of pictures produced by them in the foreseeable future. Terming the product shortage exhibition's No. 1 problem, exhibitors concluded they will have to solve it themselves.

HONORED ON RETIREMENT: Milton Silver (right) holds a gift presented him at a luncheon here yesterday given by United Artists on his retirement from the company's advertising-publicity department. At left is Roger Lewis, UA vice-president of advertising and publicity and with them is Mrs. Silver. A veteran of 41 years in the film industry, Silver retired last week. He had been with UA since 1950.

MPA Finds

(Continued from page 1)

a two-year study by its motion picture and television commission, endorsed self-regulation and opposed censorship but charged that the industry's Production Code is being made "increasingly ineffective" and deplored "attempt of irresponsible individuals to circumvent both the spirit and letter of the Code and of other industry efforts at self-regulation." The report also mentioned a "pathological preoccupation with sex and violence" on the part of producers, and the materialistic philosophy which characterizes much of entertainment.

Peggy Wood to Attend

CHARLOTTE, June 2. — Peggy Wood, veteran stage and screen actress, will attend the world premiere showing of "The Story of Ruth" at the Carolina Theatre here on June 15. Miss Wood, who plays "Naomi," mother-in-law of "Ruth," will arrive here the day of the premiere and will return to New York the next day.

F.S.T. Renovating House

JACKSONVILLE, June 2. — Florida State Theatres is planning major upgrading for its Arcade Theatre here, large sub-run house prominent for 40 years. Alteration and renovation will embrace the street entrance, lobby and auditorium. Completion is scheduled for mid-July.

Improved Handling

(Continued from page 1)

other newspapermen to improve their handling of film industry news and advertising.

Progress in this area was one of several newspaper activities now underway by the ad-pub group discussed at its regular monthly meeting here yesterday. Dan Terrell, head of the publicity coordinating sub-committee, told the luncheon meeting that several statements have already been received and others are being sought. The newspaper advertising managers are being asked to spell out why they feel it is a good investment to have a well-coordinated motion picture page in their dailies.

Terrell also reported to the meeting on an analysis of newspaper trends made from a report that Compo issued on the subject last year. The Compo project dealt primarily with newspaper amusement pages and how they are handled. These statistics were analyzed in a special run-down distributed to members yesterday.

Gordon White, in the absence of Jonas Rosenfield, Jr., head of the advertising practices committee, reported on a mailing that is underway to all advertising managers of dailies throughout the U.S. designed to acquaint them with the Advertising Code, now in its 30th year, and how it operates. The mailing includes the first two ads in the *Editor and Publisher* advertising series and copies of the Advertising Code itself.

It was revealed that Paul Lazarus, Jr., Columbia Pictures vice-president, will address a group of newspaper advertising executives in San Francisco on July 12 on all phases of film advertising activity. Lazarus, who attended the meeting yesterday, invited suggestions and ideas for that speech.

Robert S. Ferguson gave the ad-pub men a detailed report on the enthusiastic response of Pittsburgh exhibitors to the Ben Marcus merchandising plan at a recent meeting there.

'Oscar' Show

(Continued from page 1)

sented shortly, with indications of available commercial sponsor interest for the show.

Kahane, also vice-president of Columbia Pictures, said that proposals would then be discussed with the Association of Motion Picture Producers to determine any improvements in the cost factor of the show, and whether it would undertake again to make it an all-industry sponsored event. He speculated on the possibility that a suitable commercial sponsor could be secured which would pick up the tab in exchange for an institutional message at the beginning and end of the show.

Stars' Fees a Factor

"Commercial sponsorship poses the problem of securing stars who may be appearing on television for competitive sponsors, in addition to fees of the American Federation of Television and Radio Artists and other cost factors which makes it difficult to obtain top star cooperation," he pointed out.

"The cost to each company in an all-industry sponsored show would average out to what each might spend on a one-picture campaign each year; and it is only right that the industry take advantage of such an opportunity once a year to blow its bugle," Kahane added.

Making reference to the half-hour commercially sponsored show which preceded this year's presentation during which a number of top stars appeared in interviews from the Hollywood Brown Derby, Kahane suggested this might be an excellent opportunity for exhibitor associations to tie-up the "warm-up" time to the big event with film clips and discussions on pictures which will soon be seen at theatres everywhere, pictures which may be viewed as having potential Academy interest.

Figures Sent to Johnston

Kahane said that a letter detailing the cost of this year's presentation, which has varied little from $750,000 cost in the last three years, was sent to Eric Johnston, president of the Motion Picture Association of America. The figures, undisclosed, were reported substantially complete, with a final accounting expected in two weeks.

Kahane also stated that NBC gave the Academy an average of $175,000 per year over past six years of its exclusive contract.

'Five' Big Hit Here

Paramount's "Five Branded Women" registered one of the largest opening day grosses of the year Wednesday, with top business reported at more than 90 theatres in the greater New York-New Jersey area. At 26 Loew's houses alone, the Paramount release turned in a powerful opening day gross of $32,264. This figure is well ahead of "Career," "Jack the Ripper," "Li'l Abner" and other attractions that played the same theatres this year.

Reprint of an ad appearing in newspapers in major cities throughout the country, prior to opening

"...let your sense of fair play measure any attack!"

From the time, seven months ago, that production was announced, the film ELMER GANTRY has been the target for numerous attacks.

In a sense, it was not unexpected. The novel by Nobel Prize Winner, Sinclair Lewis, was probably his most controversial and won the dubious distinction of being banned in Boston.

Like "Main Street," "Arrowsmith," "Babbitt," "Dodsworth," "It Can't Happen Here," and most of Lewis' work, ELMER GANTRY rips aside camouflage and hypocrisy and probes deeply to the core of life as it really was.

Since its publication, the world and the motion picture screen have grown and matured. Stories, topics, words that, a few years ago, could or would not have been touched upon are now accepted and, if done with skill and taste, applauded by the most demanding audiences and critics.

Production of the film is now completed and soon you will be able to judge it for yourself. Until that time, let your sense of fair play measure any attack. Regardless of their source, they come, in practically every case, from those who have never even seen the script and can hardly have seen the picture.

THRU
UA

ll
News
at
ews

MOTION PICTURE DAILY

Concise
and
to the
Point

NO. 108 NEW YORK, U.S.A., MONDAY, JUNE 6, 1960 TEN CENTS

ORIAL

Heart of Business

By Sherwin Kane

rk of the 46 tents of Va-
'ubs International, reviewed
ported at the annual con-
n Toronto last week by
Golden, international heart
is, as always, an inspiring
one of which this industry,
ys such a prominent part
be justifiably proud.
ts raised a total of approxi-
,700,000 in 1959 for the
jects which each sponsors.
he projects are concerned
assistance, treatment and
of underprivileged, ill or
ed children, more than 400,-
om were beneficiaries of Va-
aid last year.

•

ie inception of the Variety
1928 approximately $78,-
as been raised by the tents
ded on Heart Projects. En-
the work have been 8,500
of the entertainment and
ations industries, men from
ata and executive level of
ness, and none more numer-
hose identified with motion
nd the motion picture thea-

nination of the Heart Proj-
disclose such achievements
hment and maintenance of
treatment of and research
iseases as cancer, cerebral
olio, epilepsy, rheumatic
etes and those affecting the

•

ion, Heart Projects include
p and financing of children's
eye clinics, orphanages, day
ries, schools and workshops
apped, retarded and emo-
sturbed children, care and
f blind children, and chil-
hearing and speech defects.
n, all tents engage in such
elfare activities as providing
to hospitals and boys
otion pictures for shut-ins,
ts to sports and entertain-
itributions to local charities
other good works.
intless to remark that these
which merit the participa-

ontinued on page 2)

ION TODAY—page 6

Skouras Meets Canadian Exhibitors With Penchant for Asking Questions

Special to THE DAILY

TORONTO, June 5.—Twentieth Century-Fox president Spyros Skouras continued his pulse-feeling tour with a stopover here on Friday.

At a meeting of 75 exhibitors and members of the press at the Royal York Hotel, Skouras received strong reaction.

John J. Fitzgibbons, president and managing director, Famous Players Canadian Corp., said that 20th-Fox had made the greatest effort during the past two seasons to put out films that would make money.

"We'd be in trouble without the quantity of pictures 20th-Fox has made," he said. He told the exhibitors, including many from the United States attending the 33rd annual convention of Variety Clubs, International, they had to see that pictures were made.

Fitzgibbons also recounted what had been learned from the Telemeter operation here, which he heads.

"Thirty-two per cent of the people

(*Continued on page* 2)

Pay-TV Just in Offing, Siegel Tells Editors

From THE DAILY Bureau

HOLLYWOOD, June 5. — Predicting that pay-television with its enormous demand for talented people, is not far in the offing and that the public, through over a decade of exposure to both television and motion pictures, has become more selective in its entertainment buying, Sol C. Siegel, MGM vice-president in charge of production, on Friday told an audience of film executives and celebrities that the

(*Continued on page* 4)

European Exhibitors To Attend TOA Meeting

Upwards of 30 West German, French, and other European exhibitors will attend the 13th annual convention and trade show of the Theatre Owners of America, at the Ambassador Hotel in Los Angeles, Calif., from Sept. 13 through 16, according to Albert M. Pickus, TOA president.

Pickus said that the Touramerica organization of New York City, which last year sent 24 Euro-

(*Continued on page* 4)

Committee Chairmen of Cinema Lodge Named

Appointments of committee chairmen of New York's Cinema Lodge of B'nai B'rith for the year 1960-1961 were announced by Abe Dickstein, president.

They include Alex Arnswalder of 20th Century-Fox as chairman of the membership, membership retention

(*Continued on page* 4)

Toronto Paper Scores Censor Board Head; Sees 'Danger' of Curbing Free Expression

Special to THE DAILY

TORONTO, June 5.—A Toronto newspaper, "The Telegram," has taken to task O. J. Silverthorne, chairman of the Ontario Censor Board, for "his desire to protect impressionable minds yet impose censorship on the whole community."

The editorial begins: "Recent Hollywood emphasis on such film topics as homosexuality, rape, adultery, and violence has drawn stern disapproval from Chairman O. J. Silverthorne, of the Ontario Board of Censors."

The editorial then asks, "Is extensive use of the censor's scissors the best way of dealing with the problem of cleaning up Hollywood's products?"

"The best way a censor can act is to see that a film does not contain scenes of actual immorality or obscenity. Beyond that it runs the danger of invading the right to free expression," the editorial adds.

"This has always been the dilemma of censorship in a free society: how to prevent the bureaucratic hunter for dirty thoughts from imposing a keyhole vision on a medium of expression . . . this is an encroachment on freedom; it is no guarantee that the minority will not be corrupted in other ways."

Miami Second

Heart Award Presented to Memphis Tent

Honored for Operation of Children's Heart Institute

By MARTIN QUIGLEY, JR.

TORONTO, June 5.—The Memphis Tent, whose project is a children's heart institute, won the annual Heart Award of Variety Clubs International for 1959.

Honorable mention went to the Miami tent for its continuing work with a children's hospital and research center.

Announcement of the award, which goes to the tent deemed to have performed the best program of the year in aiding children, was made at the concluding banquet Saturday night of the 33rd annual convention of V.C.I.

Selection of the winners was by a

(*Continued on page* 6)

VCI Nominating Unit To Be Effective in '61

Special to THE DAILY

TORONTO, June 5. — A nominating committee to suggest names for international officers will be used effective with the 1961 convention of Variety Clubs International. A constitutional amendment was adopted at the convention here today providing for the change.

Formerly, all nominations came from the convention floor; this procedure will be continued, but with the new addition.

Under the amendment, the com-

(*Continued on page* 6)

AMPP-WGA Conclave Will Continue Today

From THE DAILY Bureau

HOLLYWOOD, June 5. — Representatives for the Association of Motion Picture Producers and negtiators for the Writers Guild of America, met here Friday in an effort to reach an agreement which would break the writers strike that has crippled produc-

(*Continued on page* 4)

Skouras Tour

(Continued from page 1)

surveyed hadn't been to a motion picture theatre in a year," he said.

He added this meant that Telemeter would give that extra edge needed to make up the cost of motion pictures. Without that edge, films couldn't be made, and exhibitors would be without product, he asserted.

Skouras was asked about Telemeter but sidestepped the subject.

The exhibitors constantly tried to put Skouras on his mettle, but he was able to keep up with them by replying he was with them "to learn."

"We want to learn why and how we made bad pictures," he said at one point.

Frank Fisher, general manager of Odeon Theatres Canada Ltd., suggested that perhaps the distributors today were pushing the exhibitors a little too hard.

"Wouldn't it be better, instead of rushing out pictures, to test them here and there?" Fisher wondered.

He also suggested that perhaps 20th-Fox wasn't pushing its own stars as hard as it might.

Favors Test Runs

Skouras agreed that sneak previews might be a good way to test films, going so far as to mention that test runs could be made in Canada. If test previews were held in this country it would be a first for a Hollywood company although foreign-made pictures have been tested here ahead of the U.S.

Skouras outlined a new film about Alaska starring John Wayne and Stewart Granger and asked for help in choosing a title for the film.

Independent exhibitor Curley Posen remarked to Skouras that there was a need for "middle class" pictures to suit all tastes. He said too often the distributor seems to think that he knows better than the exhibitor what kind of picture can do business. "Stars sometimes mean something to a picture, but then promotion pictures without stars also make money," he said.

Independent exhibitor Danny May told Skouras, "We want sex, blood and guts. Sixty per cent of our customers are under 25."

Detroit exhibitor Fred Sweet complained that 20th-Fox failed to sell the star quality in "Can-Can." This shocked Skouras because he said there had been a "hell of a fight with the stars over billing."

Sweet, who runs a newsreel theatre, said he had to fight to obtain the wedding pictures of Princess Margaret.

"Would you pay more money for newsreels?" asked Skouras. Sweet said: "No." Skouras said newsreels hadn't changed in 50 years and that he would like to see some sort of change in them.

The 20th-Fox president suggested that exhibitors could aid in production by offering suggestions, criticism and invention to the major film companies.

Nat Taylor, president 20th Century Theatres Circuit, told Skouras, "We must make it our business to try and give our patrons what they want. They want unusual pictures and not carbon copies."

At the dais during the conference in addition to Skouras and Fitzgibbons were David Axler, president of Ontario Theatre Owners Assn., and Peter Myers, 20th-Fox Canadian managing director.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York at the weekend for London.

•

JAMES R. VELDE, United Artists vice-president in charge of domestic sales, is in Los Angeles from New York.

•

MITCHELL WOLFSON, president of Wometco Enterprises, Inc., Miami, has left there with **MRS. WOLFSON** for a North Cape cruise which will include Norway, Sweden and Denmark.

•

JOSEPH M. SUGAR, vice-president and general manager of Magna Theatre Corp., will leave New York tomorrow for the Coast.

•

ROY MCCLURE, office manager for 20th Century-Fox in Atlanta, has returned to his duties there following recovery from injuries received in an automobile accident.

•

LEON ROTH, vice-president of the Mirisch Co., and **BILLY WILDER**, producer-director of "The Apartment," arrived in New York at the weekend from Hollywood.

•

GERALD JAMES, operator of the Manchester (Vt.) Drive-in, was in Albany, N. Y., from there.

JOSEPH E. LEVINE, president of Embassy Pictures, returned to New York over the weekend from Europe.

•

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager; **ED MOREY**, vice-president; **E. L. GOLDHAMMER**, Eastern sales manager, and **ARTHUR GREENBLATT**, home office special sales representative, returned to New York at the weekend from Chicago.

•

SIDNEY KRAMER, vice-president of NTA in charge of foreign sales, will arrive here today from the Coast.

•

CHARLES H. SCHNEER, who returned to New York at the weekend from London, will leave here tomorrow for Washington.

•

MRS. WERNHER VON BRAUN has given birth to a girl in Huntsville, Ala. Father is the German scientist and rocket expert whose life story, "I Aim at the Stars," has been made into a film for Columbia Pictures.

•

WILLIAM ZOELLNER, branch manager for M-G-M in Atlanta, has left there for New York.

•

GEORGE THORNTON, operator of a theatre circuit in upstate New York, has become a grandfather with the birth of a son, **JEROME HENRY**, to his daughter, **MRS. CAROLE BRODISH**, at St. Joseph's Hospital in Milwaukee.

•

CURT JURGENS has returned to New York from Paris.

•

JOHNNIE HARRELL, booker for Martin Theatres, Atlanta, has returned there from New Orleans.

•

RUTH KOPF, of Waldman Films, will return here today from Israel, Greece and Italy.

Show Corp. of America Becomes IFIDA Member

An application for membership to the Independent Film Importers and Distributors of America by Show Corporation of America has been approved, it is announced by Michael T. Mayer, executive director of IFIDA. Serving on the board of directors as Show Corporation's representatives will be Frederick Schneier, with Robert Manby as alternate.

This brings to 26 the number of IFIDA members representing practically all the major foreign film distributors in the United States.

EDITORI

(Continued from page 1)

tion of everyone, not just the Variety barkers now responsib them. The sad truth is, howeve in consequence of the ec stresses of recent years within dustry, membership in many te declined, even to the extent periling some of the work n progress.

Consequently, what the tents need most today is an i in membership. If you are not member, join the tent nearest you are, make it your business cruit at least one new men week for your tent.

The Heart Projects need r heart. And they need them no

Sullivan Returns fr 'Greatest Story' To

Edward E. Sullivan, 20th C Fox publicity director, retur New York over the weekend five-week public relations tour t the Holy Land on behalf of Stevens' production of "The C Story Ever Told."

Accompanying Stevens t Lebanon, Syria, Spain and Ge where they saw the famed play at Oberammergan; Pakist rut, Amman, Jordan, Pompeii, where they met with top Isra ernment leaders, and Istanbul, a meeting was held with the arch Athenagoras a scant tw before the government was thrown, the publicity direct tiated the global public relation of the mammoth three-year tion project.

In Rome last week, Steve Sullivan had a Papal audience Vatican and the 20th-Fox ex report that officials expressed g terest in the production.

Skiatron Trading Extended to June

From THE DAILY Bureau

WASHINGTON, June 5. Securities and Exchange Com has extended through June suspension of all trading in Electronics and Television Co

'Daisies,' 'Giant' B

"Please Don't Eat the grossed over $164,000 in t week of its Los Angeles multi engagements, encompassing 2 tres and drive-ins, M-G-M rep the weekend. At the same ti company said "The Giant o thon" grossed nearly a quart million dollars for the week May 31 in its multiple run Loew's Theatres in New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 time as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

'Something Wild' Filmed Here

Baker will star, and New
y will be prominently fea-
"Something Wild in the
be filmed here for six weeks
July 25, and released sub-
by United Artists, George
roducer of the film, told the
ss Friday at the UA home
e.

icture will be directed and
ed by Jack Garfein, Miss
usband, who will be making
for Prometheus Productions.
ker's male co-star, probably
own, has not been selected.
hing Wild" is an adaptation
nt novel, "Mary Ann," writ-
lex Karmel, who co-authored
nplay. Justin said his team
t about 70 per cent of the
50 location settings here,
em Central Park, Rockefeller
hops, stores and bridges. The
l-white production will cost
1,000,000. Richard Day will
rector.

roducer said the film would
the "insensitivity" of New
l how the city defeats and
nvigorates the two young
stin produced "Middle of the
nd also worked with "On the
nt" and "The Fugitive Kind."
lirected "The Strange One."

' Previews Here n Coast Tonight

and industry representatives
over the world will attend
tational previews tonight of
Goetz' "Song Without End,"
of Franz Liszt, in New York
Angeles. The picture, which
d premiere at the Radio City
all this summer, will be un-
the Criterion Theatre here
e Academy Awards Theatre
ngeles.

entatives of all the press
ncluding a full corps of for-
respondents, will attend the
iews. In addition, notables
world of music and art will
nd.

Over Dubbing

YWOOD, June 5.—Negotia-
e been concluded between
. Kresne, California Studios
d Loren L. Ryder, president
Sound Services, Inc., for
irm to take over immediately
bing stage and facilities at
formerly operated by Rod-
nd. Roderick is retiring from

e' Big at Drive-Ins

NAPOLIS, June 5. — Allied
I Passed for White" chalked
opening day records at the
Drive-In and the Shade-
ive-In, both houses playing
re first run simultaneously.
t outdoor theatre garnered
while the second took in

REVIEW:

Portrait in Black

Universal-International

HOLLYWOOD, June 5

"PORTRAIT IN BLACK" is a story about murder, framed in lavish production values by producer Ross Hunter to give it stature at the box office. Rich settings, a magnificent wardrobe designed by Jean Louis, exquisite jewelry, beautiful, Eastman color, and a cast which will look good on marquees around the globe are important adjuncts to the film's receptivity.

The film offers a study in inhuman behavior and emotion, which projects two people, carrying on an illicit romance, into a tangled mess of lies, suspicions and involved situations. Murder appears to the two frightened lovers as the only means to self-preservation.

The interesting cast, which will prove attractive to all age groups, is comprised of Lana Turner, as Lloyd Nolan's unfaithful wife; Anthony Quinn, Nolan's doctor, who carries on a secret affair with Miss Turner; Sandra Dee, Nolan's daughter by a former marriage; John Saxon, a tugboat operator in love with Miss Dee; Richard Basehart, long-time associate with Nolan in the shipping business, who harbors a strong love for Miss Turner; with Ray Walston, Virginia Grey and Anna May Wong in minor, but effective roles.

The screenplay by Ivan Goff and Ben Roberts, adapted from their play which ran on Broadway, is endowed with some memorable moments through clever direction by Michael Gordon, one of which is bound to prove an audience thriller in a scene with a Siamese cat.

THE STORY ESTABLISHES Miss Turner's and Quinn's relationship early in the film. Quinn decides to put an air bubble into a hypodermic syringe, thereby ending Nolan's miserable life as a disagreeable, bed-ridden shipping magnate, who suspects but can do nothing about his wife's infidelity.

From that point, Quinn grows into a nervous wreck. A printed letter, unsigned, which congratulates Miss Turner on the "murder," instead of being a condolence card, arouses Quinn's suspicions against everyone in the cast.

Quinn plans to murder Basehart, who he suspects, knows of his affair. This is accomplished with Miss Turner's assistance.

Another letter congratulating Miss Turner on the second murder, which she shows to Quinn, puts him at his wits end, and he attempts to add another murder when Miss Dee catches him in a kissing embrace with Miss Turner. Miss Dee escapes to a rooftop, and Quinn falls to his death as he attempts to reach her. This removes suspicions by the police that John Saxon had anything to do with Basehart's murder, since he expressed intentions of evening a score with Basehart for ruining his father's shipping business.

The film contains a surprise climax, as Miss Turner's trick to hold on to her love with Quinn, reveals itself to be hers and Quinn's ruination.

The production's cast value, pre-selling campaign, and story interest add up to exploitation values which are certainly redeemable in cash at the box office.

Running time, 112 minutes. Release, in June.

SAMUEL D. BERNS

Dallas WOMPI's $1,000 Is O'Donnell Memorial

Special to THE DAILY

DALLAS, June 5.—The city's chapter of Women of the Motion Picture Industry have contributed $1,000 to the Will Rogers Hospital, Saranac Lake, N. Y., in honor of the late Robert J. O'Donnell of the Interstate Circuit, it has been disclosed here by Mrs. Mabel Guinan, WOMPI national president.

Mrs. Guinan added that $2,000 more from the other WOMPI groups will be presented to the hospital at the national convention to be held in Toronto in September.

Tribute was paid to the memory of the popular showman at the recent luncheon of the local chapter at the Statler Hilton Hotel, when Thelma Jo Bailey, president, asked for a moment of silent prayer for the man who was known as the "godfather" of WOMPI and its staunchest supporter.

Wein Scholars to Be At Benjamin Dinner

Six international Wein scholars who are students at Brandeis University will participate in a special program at the University's dinner honoring Robert S. Benjamin, United Artists board chairman, tomorrow night. Funds raised for the dinner, to be held in the Sert Room of the Waldorf-Astoria Hotel, will benefit the University.

Gen. Carlos Romulo will be guest speaker at the dinner.

PEOPLE

Carleton D. Smith, since 1953 vice-president and general manager of NBC's Washington broadcasting stations: WRC, WRC-FM and WRC-TV, has been named staff vice-president, Washington, Radio Corp. of America, parent company of NBC. He will represent RCA in all aspects of public affairs in the Nation's Capital.

□

Roy M. Avey, for the past 15 years in charge of buying for the Georgia Theatres circuit, Atlanta, is retiring and will move to Fort Lauderdale, Fla. He will be succeeded in his former post by **Foster Hotard**, who was formerly branch manager of the Paramount exchange in Atlanta, but was shifted recently to that company's New Orleans office.

□

Irving Briskin, William Castle and **Roger Corman** are the newest members of the Screen Producers Guild.

□

Ben Waldman, formerly district manager for the Mido Watch Co., Dallas, has been named acting executive secretary of the Texas Drive-in Theatre Owners Association, replacing **David Shapiro**, who has accepted an executive position with the Baims Department Store, Pine Bluff, Ark.

□

Edward Safrinski, head of Safrinski Productions, transcription organization, has been invited to teach a special two-week music seminar this summer at the University of Indiana.

□

Robert Haines, for the past 14 years sales representative at the Paramount exchange in Charlotte, has been transferred to the Atlanta office in the same capacity.

□

Charles Reisinger, business agent for the Motion Picture and Television Operators Union, Baltimore, has become a member of the Boumi Temple mounted patrol.

□

C. A. Crute has reopened his Lyric Theatre, Huntsville, Ala., following refurbishing and installation of new marquee and concession equipment.

□

Ava Leighton, formerly of Janus Films here, has joined the staff of Ellis Films.

Two RCA Dividends

A quarterly dividend of 25c per share on the common stock of the Radio Corporation of America, payable July 25, to holders of record at the close of business June 17, was announced by RCA president John L. Burns. A dividend of 87½ cents per share was declared on the first preferred stock for the period July 1 to Sept. 30, payable Oct. 1 to the holders of record of such stock at the close of business Sept. 6.

National Pre-Selling

IN "Crack in the Mirror," Darryl Zanuck's newest film, Juliette Greco plays two roles. She plays both a poor woman torn between a younger and an older lover and a rich woman with exactly the same problem.

"Life" in the May 23 issue has an eye-arresting pictorial story of Juliette in the dual role and according to "Life's" reviewer "Crack in the Mirror" proves one thing: "Juliette Greco is a first rate actress."

•

"I'm All Right, Jack" is the latest and much the best of Boulting brothers' film comedies, reports Dwight MacDonald in the June issue of "Esquire."

While it is a satire on both capital and labor, it is interesting that it is only the satire on trade unionism that seems to have struck home. Perhaps Peter Sellers' remarkable performance as the shop steward was responsible.

•

According to Hollis Alpert in the May issue of "Saturday Review," "Hiroshima Mon Amour," is the most genuinely moving motion picture that has emerged in years and none has ever been made in quite this way before. "It is a creative work, lovingly, poetically written by the French novelist Marguerite Duras, conceived cinematically by Alain Resnais, acted with purity by a French actress and a Japanese actor. It is, of course, a work of enormous dignity, a landmark in motion pictures."

•

"Heller in Pink Tights," starring Anthony Quinn, and Sophia Loren received a laudatory review in the May issue of "Redbook."

•

"The Unforgiven," which received an upbeat review in the May issue of "Seventeen," is based on the theme, that most frontier settlers enthusiastically took the position that Indians were lower than coyotes. This provocative film was directed by John Huston and stars Audrey Hepburn, Burt Lancaster and Audie Murphy.

•

Debbie Reynolds starred in "The Rat Race," the Paramount film showing at the New York Capitol this week, is the cover girl on "Photoplay's" June issue.

•

"Can-Can's" star Shirley MacLaine and her daughter Steffi were cover girls on the May 22 issue of "Parade." An interesting cover story on Shirley's married life appears in the same issue.

•

"Hercules Unchained," the new Joe Levine, Embassy Pictures blockbuster, will be the subject of a caricature created by Jacques Kapralik, and will appear in full color on the cover of "Pictorial Review's" June 26 issue.

WALTER HAAS

REVIEW:

Hannibal

Warner Bros.—Supercinescope

FAMILIAR FACES HELP a film such as "Hannibal," which stars Victor Mature in the title role, pretty, wistful Rita Gam, as the hero's lover, and Milly Vitale as the wife he despises. The picture's stock-in-trade is action, plenty of it, and most of it is inspired by Mature, an indiminishable militarist.

Hannibal, as the story goes, is a man possessed, destined to fight forever. The Carthaginian general, supported by troops and elephants, seems a cinch to conquer Rome and he takes as his prisoner Miss Gam, niece of a Roman senator, Gabriele Ferzetti. But Miss Gam does what all sweet young hostages should do—she falls in love with her captor.

Later, Hannibal beats the pants off the Romans in a warmup battle and lets Miss Gam know he wants to see her again, having released her the first time. Torn between love of muscle and love of country, the heroine runs off to be with her lover. After she is taken back to Rome and ordered to live out her days in a temple of chastity she escapes and rejoins Hannibal.

But when Hannibal's wife breezes in from Carthage, Miss Gam returns to Rome to stay. This time her punishment is mortal: she is buried alive for having conspired with the enemy. Soon after, the head of Hannibal's brother, Rik Battaglia, is rolled into camp by sadistic Romans and all does seem lost as the foe pounds at the Carthaginian lines. But Hannibal keeps punching, perhaps at the winds, for he knows he will never take Rome.

Filmed on location in Italy and Yugoslavia, "Hannibal" is in Technicolor and Supercinescope. It was directed by Edgar G. Ulmer and produced by Ottavio Poggi. Poggi's story was adapted for the screen by Mortimer Braus. There is no question but that an actor as dominant as Mature gives this picture a big lift. He seems as rugged as Hannibal as he was as Samson, 11 years ago.

Running time, 103 minutes. Release, in June.

SAUL OSTROVE

Cinema Lodge

(*Continued from page* 1)

and indoctrination committees; Robert K. Shapiro, managing director of the New York Paramount Theatre and Howard Minsky of Paramount Pictures as co-chairmen of the program committee; Milton Livingston of Universal Pictures as chairman of the publicity committee, and editor of the Cinema Bulletin; Lou Wolff of Brandt Theatres as chairman of the budget and finance committee.

Also, Martin Levine of Brandt Theatres as chairman of the fund raising and allocations committee; Rabbi Ralph Silverstein of Temple Sinai in Brooklyn, and Jack H. Levin of Certified Reports as co-chairmen of adult Jewish Education; Jack H. Hoffberg of Hoffberg Productions as chairman of the citizenship and civic affairs committee; Sol Rissner of Office Furniture, Ltd., as chairman of the service committee for the armed forces and veterans; Irving H. Greenfield of M-G-M as chairman of the Israel committee; Leonard Kaufman of Paramount Pictures as chairman of the Anti-Defamation League committee; Howard Shulman of the Chemical Bank, New York Trust Company, as chairman of the youth and vocational service committees; Leonard Rubin of Gillians and Rubin as chairman of the Hillel Foundations Committee.

Siegel Tells Editors

(*Continued from page* 1)

motion picture industry has an "extremely bright" future. Speaking at the American Cinema Editors 10th annual awards dinner honoring film editor nominees for the Motion Picture and Television Academies' awards, at the Beverly Hills Hotel, Siegel declared he knows of no industry "that has fought off the challenge that we have had to in the past decade."

"The public," continued Siegel, "has been given free entertainment on television which affected our box-office seriously."

Backus 'Emcee'

Jim Backus emceed the ACE affair, which featured Siegel as guest speaker, and honored film editor nominees John Dunning, Frederic Knudtson, Louis Loeffter, Walter Thompson, George Tomasini and Ralph Winters Edward Williams for television.

Brisson Signs Mann

HOLLYWOOD, June 5. – Daniel Mann has been signed by producer Frederick Brisson to direct the screen version of "Five Finger Exercise," which will star Rosalind Russell for Columbia Pictures release. Brisson and Miss Russell leave over the weekend for meetings with Daniel Mann, prior to taking off for Europe.

Tribute to Spingold On NBC Radio Program

A tribute to the late Nate S who was a vice-president of C Pictures, was presented on th radio network's "The Eterna Program" yesterday. Highligh the life of Spingold were pres dramatic form with Francho portraying him and Joan C his wife, Mrs. Frances Sping

A eulogy to Spingold was d on the program by Eric Johnsto ident of the Motion Picture A

TOA Meeti

(*Continued from page* 1

pean and South American ex and their wives to TOA's convention, is again preparing which will be built around tl annual meeting.

Flying from Coast to Gern

The tour group, accompa interpreters, will fly directl Germany to Los Angeles' Inter Airport, arriving on the 13t group will attend all conventi sions and social events, and w film studios and Disneyland. sessions will be set up by the visitors can speak to TOA and ask questions about the A film industry and exhibition.

After the convention, the gr inspect installations of the Drive-In Corporation on th Coast; will go to San Fran inspect art and drive-in hous stop at Washington, and will a New York on September 23. in Manhattan they will visit City Music Hall, the Motion Association of America, and pate in a special forum, at exhibitor and trade paper rep tives will be speakers.

Screening Here Planne

Other New York City activi include inspection of a maj vision studio, back-stage inspe Loew's State Theatre, tour tional Screen Service, a scree Twentieth Century-Fox's hom and a visit to a television tape ing operation, all designed the Europeans a better unders of the American motion pictur tion, and American televisio group will depart for home o 28.

Arrangements with TOA f vention attendance were m Touramerica by Jorg de Choc Henry Cappel.

AMPP and WGA

(*Continued from page* 1

tion here for nearly five mont day's talks started at 2 P. were recessed four hours later.

No statement was issued close of the meeting. Negotiat resume their talks at 2 P.M. o day.

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres --- original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Theatre Vending — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Spot news coverage of the motion picture industry — and of telecasting in *Television Today* — with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry --- a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

PERSONAL MENTION

BEN COHN, Universal Pictures assistant foreign manager, has left New York for Paris and South Africa.

•

IRVING H. LUDWIG, president of Buena Vista Distribution Co., has returned to New York from the Coast.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, BERNARD LEVY, is in Minneapolis from New York. He will return here at the end of the week.

•

MORRIS GOODMAN, head of Morris Goodman Film Enterprises, became a grandfather Saturday when his daughter, MRS. CAROL KLEIN, gave birth to a daughter, BARBARA ANN, at Doctors Hospital here.

•

ALFRED HITCHCOCK will arrive in New York on Thursday following completion of an around-the-world tour in behalf of his "Psycho" for Paramount.

•

R. B. WILBY, retired official of Wilby-Kincey Theatres, Atlanta, is recuperating at his home there following surgery.

•

NELLIE MCLAUGHLIN, clerk in the Warner Brothers Boston exchange for the past 10 years, will be married Saturday to ARTHUR BONNS of New York, formerly a traveling auditor for W.B.

•

GREER GARSON has arrived in New York from Hollywood.

'Irma' Rights to Mirisch

HOLLYWOOD, June 6. — The Mirisch Co., in association with Edward Alperson, has acquired motion picture rights to "Irma La Douce," Broadway-bound comedy now playing in Paris and London. Producer-director-writer Billy Wilder will make "Irma La Douce" as his next picture, continuing his film-making association with the Mirisch Co.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
XII
IX
VI
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash
FILMACK
CHICAGO, ILL.

Variety Clubs

(*Continued from page* 1)

bid for the 1963 convention, giving the barkers a visit to opposite coasts in successive years.

Arrangement of a date for the formal presentation of Variety Club's annual Humanitarian Award to Dr. Jonas E. Salk, discoverer of the anti-polio vaccine, this year's recipient, is expected to be one of the first official tasks to be undertaken by Edward Emanuel, new international chief barker, who headed the new slate of of officers elected and installed at the Toronto convention on Saturday.

Other Officers Elected

Other international officers elected on the new slate are Rotus Harvey, first assistant international chief barker; Ezra H. Stern, second assistant international chief barker; James Carreras, international dough guy, and Ralph Pries of Philadelphia, international property master.

Some delay is anticipated in the presentation of the Humanitarian Award to Dr. Salk due to the latter's scheduled transfer to the West Coast from the University of Pittsburgh. The presentation should be in the next few months either on the West Coast, in Washington or Pittsburgh.

McMahon Elected Head Of Catholic Actors Guild

Horace McMahon has been elected president of the Catholic Actors Guild of America, succeeding Walter Kiernan. Elected as vice-presidents were Pat O'Brien and Ed Begley.

Other positions are as follows: Lee Sullivan, recording secretary; Kay MacDonald, historian; Walter Klavun, chairman of the executive board; Marie McCormack, social secretary (theatrical); Joan Maguire, social secretary (non-theatrical).

Members of the executive board were chosen as follows: Dan Bergin, Marie Bracey, Lawrence Brooks, Merv Griffin, David J. Hans, Madeleine M. Larkin, John Martin, J. Joseph McDermott, Mrs. George Meisel, Harry B. Oldridge, Ann Sullivan, Rei Terry.

Feldman on Tour

Edward Feldman, Embassy Pictures publicity director, left here this morning for Los Angeles on the first leg of a multiple-city tour preparing regional openings of Joseph E. Levine's "Hercules Unchained." While in Los Angeles, Feldman will confer with Warner Bros. studio executives readying the Southern California saturation of the picture commencing June 29.

Feldman will also visit Kansas City, St. Louis and Chicago before returning to New York.

Perakos Cites 'Herald' Meetings in Bulletin

Special to THE DAILY

HARTFORD, June 6. — Sperie Perakos, general manager of Perakos Theatre Associates, and president of the Connecticut Drive-In Theatres Assn., has sent a special bulletin to CDITA membership, detailing the purposes and objectives of the recent Motion Picture Herald Merchandising Conference in New York.

Citing the top quality of motion pictures discussed—including Columbia's "A Song Without End," MGM's "Bells Are Ringing," 20th-Fox's "Crack in the Mirror," and UA's "The Apartment"—Perakos asserted that all theatres must intensively sell each picture, "because, in the final analysis, nothing is taken for granted. In addition, every Good picture is a big help to all the industry."

"I particularly urge," he concluded, "a shoe-leather type of exploitation, to be of continuing aid in those areas where distributors can not co-operate in the expenses."

Linden Appointed MPA Director of Research

The appointment of Michael Linden as director of research for the Motion Picture Ass'n. of America was announced yesterday by Eric Johnston, MPAA president.

Linden has been associated with the MPAA since 1946 in charge of the library, general reference and fact finding activities. In addition to his library activities, he worked closely with the first MPAA Research Department under Robert Chambers.

Wide Supervisory Powers

Since the departure of Chambers of 1950, Linden has participated in all research and fact finding efforts carried on by and for the Association. In his new capacity as director of research, Linden will supervise internal statistical analyses for the exclusive use of the Association and its members.

'Dracula' Sets Record

"The Brides of Dracula," Universal-International release, in its world premiere at Malco Theatre in Memphis on Friday evening, rolled up close to $2,000 from 6:00 P.M. to closing, to top all Malco openings. It went on to register a total of over $6,000 for the weekend to set a new all-time record for a horror picture at this house, U-I said.

The 6:00 P.M. to closing figure of close to $2,000 was only a few hundred dollars short of the Thursday opening day of "Imitation of Life," and topped all other openings of U-I pictures at the house, including "Pillow Talk."

B'way Stri

(*Continued from page* 1)

practically at the foot of Shub
ley, grosses were far from overw
ing. "Crack in the Mirror" re
$10,000 at the Paramount for
day and Sunday. At the Astor
Fugitive Kind" reached $9,500
three days and "Wild River" pro
an ordinary $7,400 at the Vict

"Pollyanna" grossed $54,000
Music Hall over the weekenc
management at that theatre
convinced yesterday that the
way closings would, in the lor
do more harm than good t
business, especially in the adve
fect on tourist trade in the city

"Pay or Die" did a solid $
for the three days at the Warn
Forum reported "Man on a
scored $4,140. The Friday t
Sunday total for "Who Wa
Lady?" was $10,350 at the Cr
"I'm All Right, Jack" more th
its own with $8,028 at the Gui
projected total for "Michael St
for the week ending this Tl
was $9,200 at the DeMille.

$28,500 for 'Can-Can'

"Can-Can," which is being
on a hard-ticket policy at the
was estimated at $28,500 for th
ending today. "Ben-Hur," at
State, grossed $18,619 over the
end.

Representative grosses on t
Side for a full week were $5
the Baronet ("Tiger Bay"); $7
the Murray Hill ("Battle
Sexes"); $7,700 at the Sutto
presso Bongo"), and for the th
weekend period $3,160 at the
Lux 52nd Street ("Our Man i
ana").

East Side circuit theatres, to
doing only average business
the opening days of the Br
blackout.

Honor Benjamin T

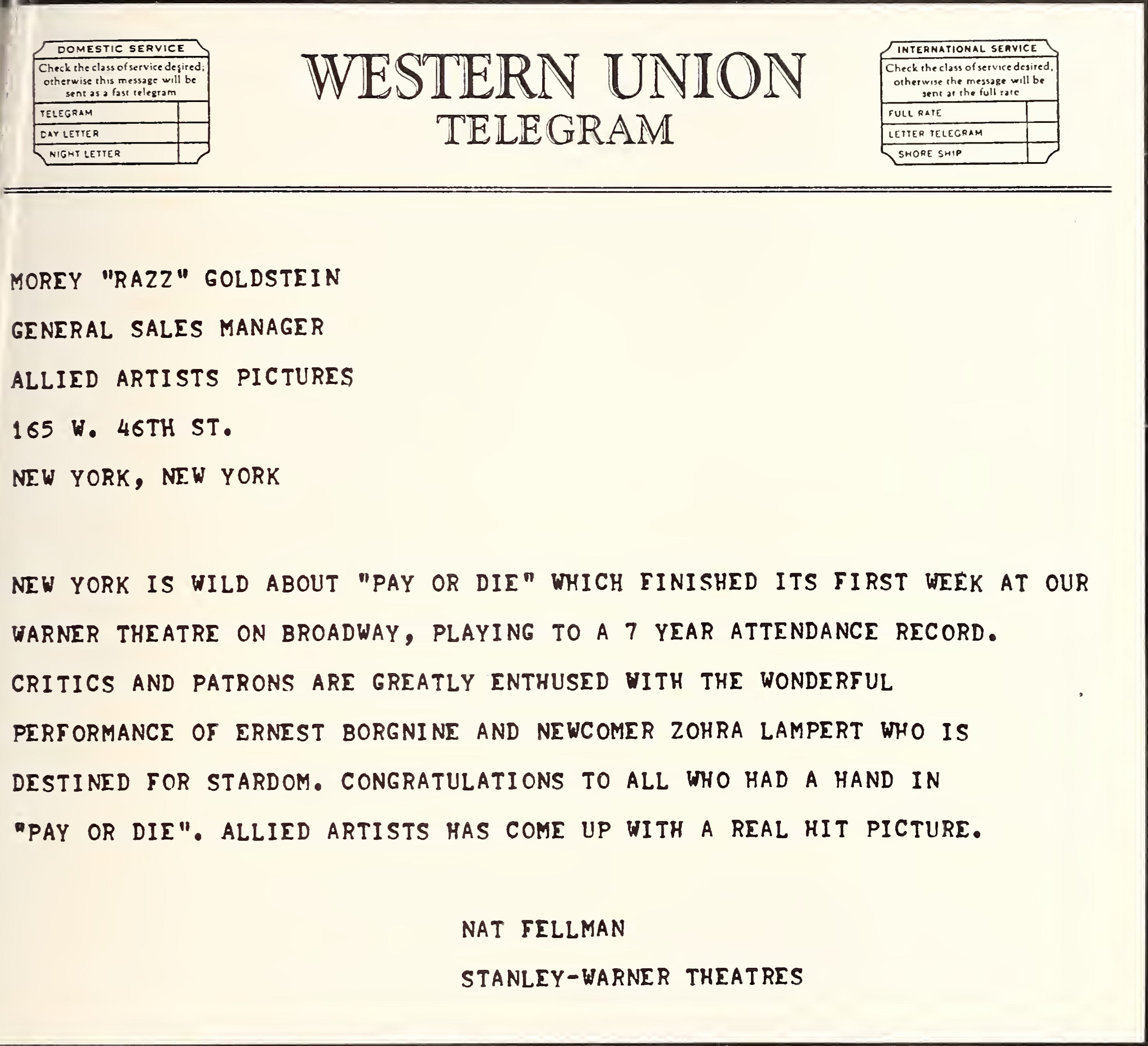
Robert S. Benjamin, chair
the board of United Artists,
formally inducted as a fellow
deis University by Dr. A
Sachar, president of the Univer
night. The induction will be t
point of a dinner honoring B
in the Sert Room of the Wald
toria. Funds raised at the ev
benefit the Universitys' Wein
tional Scholarship Program.

'Ruth' Advance Bi

DETROIT, June 6.—Advan
to the benefit showing of "Th
of Ruth" at the Fox Theatre
night of June 17, to be held o
of United Corktown Charities
Trinity Church totalled over $
the first day at the box offi
charity group hopes to raise
from the showing of the 20th-F

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

PAY OR DIE" PAYS OFF BIG!!



DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a fast telegram
TELEGRAM ☐
DAY LETTER ☐
NIGHT LETTER ☐

WESTERN UNION
TELEGRAM

INTERNATIONAL SERVICE
Check the class of service desired, otherwise the message will be sent at the full rate
FULL RATE ☐
LETTER TELEGRAM ☐
SHORE SHIP ☐

MOREY "RAZZ" GOLDSTEIN
GENERAL SALES MANAGER
ALLIED ARTISTS PICTURES
165 W. 46TH ST.
NEW YORK, NEW YORK

NEW YORK IS WILD ABOUT "PAY OR DIE" WHICH FINISHED ITS FIRST WEEK AT OUR WARNER THEATRE ON BROADWAY, PLAYING TO A 7 YEAR ATTENDANCE RECORD. CRITICS AND PATRONS ARE GREATLY ENTHUSED WITH THE WONDERFUL PERFORMANCE OF ERNEST BORGNINE AND NEWCOMER ZOHRA LAMPERT WHO IS DESTINED FOR STARDOM. CONGRATULATIONS TO ALL WHO HAD A HAND IN "PAY OR DIE". ALLIED ARTISTS HAS COME UP WITH A REAL HIT PICTURE.

NAT FELLMAN
STANLEY-WARNER THEATRES

...and VARIETY too tells the Blockbusting news!

"Real phenom, 'PAY OR DIE' soared to a mighty $41,500 in its opening round at the Warner, Sunday hitting an almost unbelievably high $11,000!"

P.S. The Warner Theatre New York City has 1416 seats

LLIED ARTISTS presents **"PAY OR DIE"** starring ERNEST BORGNINE
ucing ZOHRA LAMPERT • co-starring ALAN AUSTIN • Produced and Directed by RICHARD WILSON • Written by RICHARD COLLINS and BERTRAM MILLHAUSER

UK FilmPolicy

(Continued from page 1)

quer's abolition of the Entertainment Tax. Anxiety developed forthwith among theatremen as to who should share what out of the newly available funds.

CEA's negotiators immediately met the Renters' representatives and by April 28—less than three weeks following the Chancellor's momentous announcement—a policy statement emerged from the CEA-Renters Joint Committee in precise terms. In the statement, Renters pledged themselves: (I) Not to seek an unfair proportion of increased net receipts from the tax abolition; (2) In the absence of special circumstances license fees would be neither increased nor reduced.

The Joint Committee agreed also that Sept. 3 next should be accepted as an arbitary date from which any necessary re-adjustment of booking terms should operate.

Complaints Continue

Despite all that, CEA's general council delegates from all parts of the country registered grievances that local Renter representatives declined to accept the terms of the April 28 announcement; that, moreover, those same representatives were seeking to exact terms by which an exhibitor would be paying more in film-hire than he did before tax abolition.

General council's debate threatened to develop to angry proportions. But, sitting in the rear of the discussion's chamber was John Davis—deputy chairman of the Rank Organisation and chief of Rank Film Distributors—himself a delegate to general council.

In a whispered back-bench conference, Davis and his aides hurriedly pencilled out another policy statement which he forthwith read to general council in the following terms:

1. Rank Film Distributors will fully honour the fundamentals of the Joint Committee's declaration of April 28 and not seek an unfair proportion of increased net receipts arising out of the abolition of the tax.
2. In the absence of special circumstances license fees will be neither increased nor reduced.

The Davis declaration was greeted with loud cheers from anxious delegates. Its terms obviously will be accepted by other Renters, whether American or British.

Principle Reaffirmed

But manifestly it re-establishes the cardinal principle in show-business that booking terms are a matter of individual negotiation between Renter and Exhibitor.

In his quickly improvised statement, Davis was at pains to state: "Rank Film Distributors invite exhibitors to submit forthwith through their respective local branches relevant evidence of any suggested grievances in order that they may be settled fairly and expeditiously."

But it's that matter of the emphatic re-establishment of individual negotiation which matters most to forward-looking theatremen.

The Story of Ruth

(CONTINUED FROM PAGE 1)

legends of Ruth, the Moabitess who forsakes her stone god for the more merciful one of the Judeans, adhering faithfully to the spirit of one of the most famous and oft-quoted stories of the Old Testament. Henry Koster has directed with a knowing and compassionate hand, evoking strong feelings out of the drama and force of the many touching episodes in this tale, and also eliciting all-around top performances from his excellent cast who perfectly portray their various Biblical roles.

Elana Eden, Israeli actress who makes her screen debut in this film, gives an outstanding performance as Ruth whose loyalty to her mother-in-law Naomi, is expertly played by veteran actress Peggy Wood. Miss Wood is a beautiful and stimulating performer who contributes a believable characterization as the Moabite priestess whose love for the Judean goldsmith, Tom Tryon, leads her to forsake her idolatry for belief in the God of Israel who frowns upon the human sacrifice indulged in by the Moabites. She marries Tryon as he lies dying from wounds inflicted as he escapes from the Moabite quarries where he had been condemned for life because of his fostering the ideals of the merciful God of Israel.

With her husband and her other son also killed by the Moabites, Miss Wood decides to return to her native land of Bethlehem. It is at this point that Miss Eden delivers the famous speech that begins, "Entreat me not to leave thee . . ." The two women begin their hazardous hegira to Bethlehem to begin life anew. It is in Bethlehm where Miss Eden becomes the target for the scorn of the Judeans who hate her for being a Moabitess. Miss Eden suffers their diatribes with courage and spirit, determined to remain loyal to Miss Wood and her newly adopted God.

Further conflict is provided when two kinsmen of Miss Wood's late husband, Stuart Whitman as Boaz and Jeff Morrow as Tob, vie for Miss Eden's hand in marriage. The situation is finally resolved with Miss Eden's eventual marriage to Whitman whom she truly loves.

There are many fine dramatic moments in this beautifully wrought story with many counterparts in life today. The triumph of love and faith are told with compassionate inspiration that in today's times of near-miss summit meetings, the threats of totalitarian governments and the hydrogen bomb, should leave audiences with a wonderful feeling of hope and confidence in the brotherhood of man.

The performances are all first-rate, with all Biblical types perfectly cast. Miss Eden is a welcome new face in filmdom's star firmament; Miss Wood gives one of her best efforts in a distinguished career; Viveca Lindfors also is outstanding as the high priestess of Moab; Tom Tryon, Stuart Whitman and Jeff Morrow are all fine in their respective roles. Others who contribute outstanding acting jobs are Thayer David as the Moab high priest and Eduard Franz as the prophet. The cast is huge.

Franz Waxman's music adds much to the film's enjoyment, while Arthur E. Arling derves credit for his masterful handling of the De Luxe color cameras.

Running time, 132 minutes. Release, in June.

Sidney Rechetnik

'Alamo' Premiere

(Continued from page 1)

of the Batjac Production, filmed in Todd-AO and Technicolor.

Sponsored by the San Antonio Chamber of Commerce, and headed by Governor Price Daniel, Walter N. Corrigan, president of the chamber of commerce, and Mayor J. Edwin Kuykandall, the premiere festivities are being arranged by a special committee of 200 of the city's leading civic, business, cultural and military leaders, who have raised upward of $100,000 for an Alamo fund to finance the giant celebration.

The entire executive echelon of United Artists including president Arthur Krim, board chairman, Robert S. Benjamin, and vice-presidents Max E. Youngstein, William J. Heineman, Arnold M. Picker, Robert Blumofe and Roger H. Lewis will fly from New York to participate in the event.

The premiere will be followed two days later by global launchings of the film in Dallas, Houston, New York City, Washington, D.C., Toronto, Chicago, Los Angeles, San Francisco, Tokyo and London.

British 'X' Rating

(Continued from page 1)

first thing we, as a trade, must do is to be prepared at all costs to protect and defend the British Board of Film Censors.

"I feel that the original fine idea of the 'X' certificate designed to cope with the notion that the screen may deal with 'grown-up' tendencies and that it, itself, has become adult is being abused by certain producers.

"I don't worry about so-called horror-films. What I *am* concerned about is the possibility of magistrates taking over the powers of our own Board of Censors to deal with this growing spate of pseudo-salacity."

CEA Finds Levin
What Industry Ne

Special to THE DAILY

FOLKESTONE, Kent, June
Air Mail).—A highlight of the
conference of the Cinematogra
hibitors Ass'n. here was the
of Joseph E. Levine to "talk"
said—of his "Hercules Unchain

Levine had previously engag
country-wide tour talking to
managers in King Kong terms
picture. He undoubtedly ma
emphatic impact on his audie

In this town he staggered
Mayor and the Town Crier
munificence of entertainment.
delegate to CEA's conference,
panied not only by their wives
the local notables went along
Levine called his "little priv
tertainment."

George Jessel had been flow
add a dash of oratory to the
ings.

Levine didn't screen his pic
this occasion. But there's not
son here who now hasn't hear
magnificence. It goes out on
ration" release in July.

Levine has been heard
telling exhibitors that he's
the Mike Todd torch. That m
be the fact. But delegates to
stone's conference concede tha
dose of Levine is precisely
business needs.—P.B.

Pinanski Hails

(Continued from page 1

for the theatreman, in my o
Pinanski declared, "in order
might preserve our business
all kinds of competition
amusement dollar, seems to be
vide for a subsidy of financing
picture product. No one entity
business is so completely de
on a steady flow of good pro
survive as in the motion pictu
tre. Most of exhibition's p
would dissolve before the
slaught of the parade of good
made specifically for film aud

Warns of 'Sellers Marke

"The motion picture theatre
survive in a market entirely co
by the sellers," he continue
can it thrive in a position se
any other exhibition media.
forward and prosper, not me
survive, must be the ambi
every exhibitor, and to do thi
we must pull ourselves up
own bootstraps and cause pro
be made available for our the

"If we keep our eye on th
and with our own efforts ca
to take place, we will not ha
to worry about the many re
imaginary problems presentl
fronting us. This is not a one
man job—it is a job that every
in America—every industry
business with the theatres, and
well-wisher of the industry—m
operate in. With this type o
work, we cannot fail to provi
wherewithal to those who ha
know how to produce picture

lder's Views

Continued from page 1)

ity (Hollywood)—which re- Pompeii—is that everyone is get the best deal. . . Really, ich a bore for the 'artiste,' and ng. It all winds up in taxes . . . But I'm very optimistic he business. No, Hollywood ing, but it's heading toward a rise . . ."

Speaks of 'Art'

otion picture journalism: d a growing interest, by col- in the picture makers them- nd this is refreshing. They're getting out of 'silver screen' journalism. Now they're act- like Europeans, asking ques- out the director and the cam- . . . The advent of the one rt than ours—television—has status . . ."

e "New Wave":

he second time around . . . because it is inexpensive does n it is not cheap . . . It's good, it's healthy. I think it is bet- o 'New Wave' than do Zug-

m comedy:

the TV comedians—Caesar ason—shot their bolts, a dearth rial is what it was, the movie- stepped in. Comedy dates so it's vanished from television. ame token, it's dangerous now makers to make westerns, be- many of those are on TV there are no trends in films. y trend is, is it good or is it

Writer—Primarily

r regards himself primarily iter who, by directing them, sees his product through to . He called himself a "fast who doesn't spend time with y takes. His average shooting is 50 days and he defended who, he said, are committed a picture a certain way—and only—because of the prohi- xpense for reshooting.

satisfied to make one picture nd he doesn't want to be head uction at a studio. "I don't write the great American don't want to conquer Broad- want to stay in pictures," he

ext picture will be "Irma La a French musical comedy for Broadway.

Promotions

Continued from page 1)

icut district manager, super- he State, Manchester, Capitol, ntic; Palace, Norwich; Garde, ondon, as well as the Strand bassy, New Britain.

Hillman, manager of the flagship, the Roger Sherman , New Haven, and cited many national exhibition promo- competitions, is named zone ing - publicity - exploitation

---

Paramount Has Three Scoring Top Business

Paramount currently has three major attractions — Perlberg - Seaton's "The Rat Race," Cecil B. DeMilles' "The Ten Commandments" and Dino DeLaurentiis' "Five Branded Women" —scoring top grosses across the country, the company said yesterday.

Following smash opening week business in seven pre-release engagements, "The Rat Race" is turning in equally powerful grosses in holdover stanzas, as follows: $31,382, first five days of second week, Loew's Capitol, New York; $14,656, first five days of second week, RKO Pantages, Los Angeles; $14,479, first three days of second week, Chicago Theatre, Chicago; $5,705, first three days of second week, Riverside, Milwaukee; $13,992, first five days of second week, Fox, Philadelphia; $10,743, first five days of second week, Astor, Boston; $9,738, first five days of second week, Metropolitan and Ambassador, Washington, D. C.; $3,385, first five days of second week, Century, Baltimore.

"Five Branded Women," coupled with Paramount's "Prisoner of the Volga," on the Loew's Circuit here, did $199,282 for the first five days ending Sunday.

At the RKO Albee, Brooklyn, "The Ten Commandments" racked up an imposing $11,708 in the five days ending Sunday, running well ahead of the Memorial Day attraction at the same theatre.

Study Arson Possibility In Republic Studio Fire

From THE DAILY Bureau

HOLLYWOOD, June 6. — Investigation on possibility of arson was being made today in connection with yesterday's five-alarm, $250,000 Republic studios fire which burned through an area half mile long and 300 feet wide destroying scene docks, storage sheds and lumber.

No theatrical or television film productions were affected: and the loss is fully covered by insurance, according to a statement by Republic president Victor Carter.

Writers Pact

(*Continued from page* 1)

either side, but the major problem facing final agreement is now being attributed to the majors' refusal to reinstate all writers suspended by the strike five months ago, which it is believed will become a significant point in AMPP's negotiations with the television branch of WGA.

Another related problem is being pinned on Warner Brothers' refusal to reinstate a writer-producer pact made with Karl Tunberg which was made ineffectual by the strike.

'Murder' to 68th St.

"Murder, Inc.," a 20th-Fox release, will have its world premiere at the 68th Street Playhouse here in addition to the Victoria Theatre.

Sachson Sells Interest In Valiant Films

Arthur Sachson, vice-president and general sales manager for Valiant Films, yesterday announced the sale of his interest in the company. He said he plans to go into independent production and distribution and will leave shortly on a European vacation-and-business trip.

While there, he will finalize acquisition of distribution rights to several foreign and domestic films and also set up the foreign distribution of "Pretty Boy Floyd," which was produced by his son, Monroe Sachson. Exact line-up of films for distribution in the United States and also production plans will be announced upon his return.

Before joining Valiant Films four years ago, Sachson served as vice-president and sales manager for Goldwyn Productions and as vice-president and assistant sales manager for Warner Brothers.

Citation Kit Devised By Jufra Corporation

The promotional display kit designed to advertise Citation Films' Country Music Series of 3-reel featurettes, being distributed by National Screen Service, was devised by the art department of the Jufra Corporation. Through an inadvertent error NSS took credit for designing the kit in a press release published in MOTION PICTURE DAILY on May 27.

Justice Dept.

(*Continued from page* 1)

Television and Stanley Warner prohibits their holding production interests, the Department "is willing to consider allowing" them to get into production as long as adequate safeguards are established to assure freedom of access by all exhibitors.

Justice is sympathetic to increased motion picture production, but it is interested in preventing circuits from having pre-emptive rights to pictures. This at least is the informal understanding ACE has been given.

The Department of Justice is also "willing to consider" granting permission to a distributing organization for the new company—again as long as all exhibitors are guaranteed equal access.

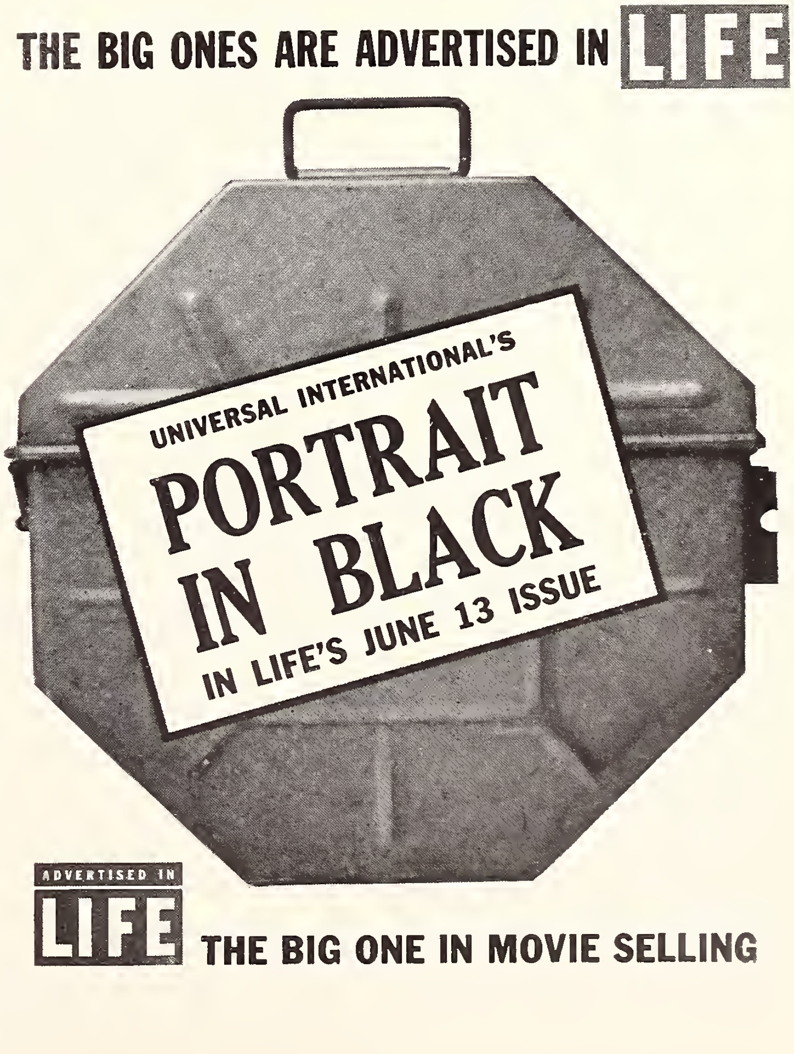
Weiner Forms Firm to Distribute in Northeast

Special to THE DAILY

BOSTON, June 6.—Abe I. Weiner has organized Fortune Film Associates, Inc., to specialize in the distribution of both foreign and domestic films in the northeast states. The company will have its headquarters in the Metropolitan Theatre Building here.

Weiner was formerly assistant general sales manager of Rank Film Distributors of America. Prior to that he held sales executive positions with Allied Artists, Universal and United Artists.

THE BIG ONES ARE ADVERTISED IN LIFE



THE BIG ONE IN MOVIE SELLING

FIRST AID...

for the

BOX OFFICE!

* *from* NATIONAL *Screen* SERVICE, *of cours*
PRIZE BABY OF THE INDUSTRY

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 110 NEW YORK, U.S.A., WEDNESDAY, JUNE 8, 1960 TEN CENTS

te Action

ould Exempt nall Theatres om Pay Law

icts Relief to Firms r $1 Million Gross

By E. H. KAHN

HINGTON, June 7. — The labor committee acted today to te some smaller motion picture s from the proposed new m wage law, but it did not on the question of specifically ing theatres.

House labor committee, which eady agreed to exempt theaet, and had a long discussion, k no formal action. Both are d fairly far from agreement on bill.

s discussion of the wage bill,

(*Continued on page* 6)

M Will Distribute ston 'King of Kings'

-M will distribute the forth- Samuel Bronston production, of Kings," it was announced yesterday by Bronston and R. Vogel, president of M-G-M. icture, which is in 70 Super rama and Technicolor, is to be d early in 1961 on a reserved asis.

ils of the agreement were

(*Continued on page* 5)

pendent TV Filmers WGA Ultimatum

From THE DAILY Bureau

LLYWOOD, June 7.—The indent television film producers' repatives, who met with Writers of America negotiators this g were notified later by wire VGA that they have until 5 P.M.

(*Continued on page* 6)

Kratter Out of Fox Studio Deal; Webb & Knapp Ask Cash Terms Now

The Kratter Corp., New York realty firm which only two weeks ago took over from Webb & Knapp the agreement to purchase the 20th Century-Fox studio property for $43,000,000 cash, has withdrawn from the deal because of what it described as "unforeseen technical problems."

The situation now reverts to its original status with a Webb & Knapp subsidiary committed to pay 20th-Fox $56,000,000 for the property over a 10-year period. The difference in the two purchase prices was explained at the time the Kratter deal was announced as due to the fact that the

(*Continued on page* 5)

All Incumbent Heads Of MPEA Are Re-Elected

All incumbent directors of the Motion Picture Export Ass'n. of America were re-elected at the annual stockholders meeting here yesterday.

They are as follows: Norton V. Ritchey and Samuel Broidy, Allied Artists International Corp.; Bernard E. Zeeman and Lacy W. Kastner, Columbia Pictures International Corp.; Ronald Carroll and Morton A. Spring, M-G-M,

(*Continued on page* 4)

Reagan Resigns SAG Post; To Be Producer

From THE DAILY Bureau

HOLLYWOOD, June 7. — The board of directors of the Screen Actors Guild announced today that Ronald Reagan has resigned as president of the organization because he is becoming a partner in a joint production

(*Continued on page* 4)

Sees British Comedies Catching on in U. S.

By SAUL OSTROVE

British film comedies, which had tough going in the United States for so many years, will make it big in America in 1960 if first scattered playdates for "Carry On, Nurse," are any indication, Nathan Cohen, director of Anglo Amalgamated Productions, Ltd., of London, said here yesterday.

Cohen is convinced that the "Carry On" series, of which "Nurse" is the

(*Continued on page* 6)

REVIEW:

Bells Are Ringing

Freed—M-G-M—CinemaScope

THE NEWS IS all to the good about "Bells Are Ringing," a musical big and gorgeous in the Arthur Freed–MGM manner, but the best part of the news is that Judy Holliday is back. Away from the screen for four years, she has been sorely missed.

She is one of those rare and remarkable entertainers (like Judy Garland, Danny Kaye, Ethel Merman, et. al.) who can be compared to no one but themselves. On that basis it is fair to say that she has not had such a winning part since "Born Yesterday." Nor has she given a performance so entrancing as this new one since that time.

Actually, she could hardly miss being so perfect in "Bells Are Ringing," since the role was originally tailored just for her in the stage musical of the same name by Betty Comden and Adolph Green (book and lyrics)

(*Continued on page* 5)

Optimistic

Telemeter Has Spotlight at Para. Meeting

Balaban Reports Results to 10th Anniversary Session

Telemeter, and particularly the Etobicoke, Ont., operation now in its fourth month, was the center of interest at the annual meeting of stockholders of Paramount Pictures at the home office yesterday.

Barney Balaban

Although the meeting reelected all directors, approved after mild objections, a stock option plan for officers and employes, and authorized the elimination of 50,000 shares of company stock previously purchased in the open market, more than half of the nearly two-hour session was devoted to Telemeter.

Barney Balaban, Paramount presi-

(*Continued on page* 4)

Benjamin Is Honored At Brandeis Dinner

(Picture on page 2)

Robert S. Benjamin, chairman of the board of United Artists, was honored last night for his efforts on behalf of Brandeis University at a dinner at the Waldorf-Astoria. Benjamin was officially inducted as a fellow of Brandeis by Dr. Abraham Sachar, president of the university.

Guest speaker at the annual motion picture dinner in support of Brandeis was Gen. Carlos P. Romulo, Philippine ambassador to the United States.

Dais guests included Barney Bala-

(*Continued on page* 2)

Pathé LABORATORIES, INC.
NEW YORK AND HOLLYWOOD
Complete facilities for every film need in black and white or color

PERSONAL MENTION

IRVING ALLEN, executive producer of Warwick Films, is here from London.

•

F. J. A. McCarthy, Universal Pictures assistant general sales manager and sales director for "'Spartacus," and Jeff Livingston, coordinator of sales and advertising, left here yesterday for Milwaukee, Kansas City and Indianapolis.

•

Jack H. Levin, president of Certified Reports, has returned here from the B'nai B'rith convention at Kiamesha Lake, N. Y.

•

Sydney Goodman, managing director of Archway Films, London, has returned to Britain from New York via B.O.A.C.

•

Burt Balaban, producer-director of 20th Century-Fox's "Murder, Inc.," will leave here today for Hollywood.

•

James H. Nicholson, president of American International Pictures, will leave Hollywood today for New York.

•

James A. Fitzpatrick, travel film producer and lecturer, will leave New York today aboard the "Queen Elizabeth" for Europe.

•

W. Ward Marsh, film critic for the *Cleveland Plain Dealer*, is recuperating in Akron City Hospital following a slight stroke.

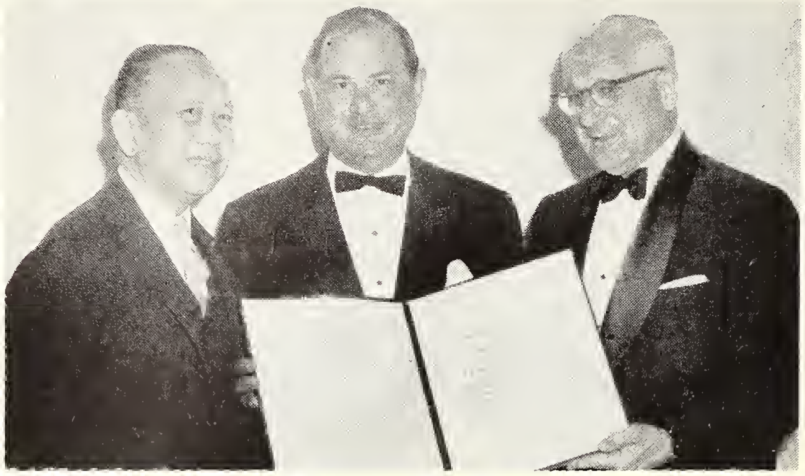
•

Mrs. Paul Jacobson, daughter of S. H. Fabian, Stanley-Warner president, has given birth to a son, Richard Gordon, at French Hospital here. Father is an executive with NBC.

•

Max Mink, managing director of the Palace Theatre, Cleveland, and his wife, Dorothy, have celebrated their 25th wedding anniversary.

check with.... national screen service for the best in SPECIAL TRAILERS



Robert S. Benjamin (center), chairman of the board of United Artists, is formally inducted as a fellow of Brandeis University by Abraham Sachar (right), president of the University, at a dinner honoring Benjamin last night at the Waldorf-Astoria. On the left is Gen. Carlos Romulo, Philippine Ambassador to the U. S., guest speaker.

Anderson to Direct Levy's 'Longest Day'

From THE DAILY Bureau

LONDON, June 7. – Michael Anderson, who directed "Around the World in 80 Days," has been signed to handle "The Longest Day" for Raoul Levy, the producer announced here today.

In addition he reported that deals have been made with Associated British and Cinedis for financing and distribution in the United Kingdom and France. The picture will be a double quota production under terms of the new Anglo-French pact.

Shooting on the picture begins in March of next year in color and a wide-screen process to be decided. Interiors will be taken at Elstree Studios.

'Telethon' Promotion For 'Hercules' Begins

Special to THE DAILY

BOSTON, June 7. – A market-by-market "telethon," blanketing the United States and Canada via 6,360 special spot announcements, gets underway here tomorrow heralding Joseph E. Levine's new spectacle, "Hercules Unchained."

Station WNAC is the first of Levine's video "network" of 212 major television stations pre-selling the film, which will open later this month in a mass national saturation.

'Lady' Gross $201,582

Ansark-George Sidney's "Who Was That Lady?," a Columbia Pictures release, has rolled up a big $201,582 in its first seven weeks at the Criterion Theatre here. Weekly grosses have been running very close to the record-breaking pace set by "Suddenly, Last Summer," its successful predecessor at the Criterion.

Kent Enterprises Acquires 14 Theatres

Special to THE DAILY

JACKSONVILLE, June 7—The first major theatre transaction in Florida for several years occurred in Tallahassee June 3 when Horton R. Prudden, president of the First Southeast Corp., sold all 14 of his firm's theatres to Kent Enterprises, headed by Frederick H. Kent, local attorney, for a sum said to be in excess of $2,500,000.

Prior to the deal, Kent already controlled eight other theatres located here and in Tallahassee, now bringing his circuit to a total of 22 theatres. The newly-acquired properties, some drive-ins and other conventional theatres, are located in the lower east coast cities of Cocoa, Melbourne, Vero Beach, Fort Pierce, Stuart and Eau Gallie, all popular tourist meccas.

Kent, before leaving here on June 6 with his family for a three months tour of Europe, named Tommy Hyde, former city manager of Kent theatres in Tallahassee, as general manager of the enlarged circuit with headquarters in Vero Beach. He stated that an extensive program of modernization and enlargements for his new theatres is expected to begin this summer.

New Arnold Firm Plans Independent Production

From THE DAILY Bureau

HOLLYWOOD, June 7. – Newton Arnold today announced the formation of a new independent motion picture production company, Glenwood Productions, Inc. with the following as officers: Newton D. Arnold, president-treasurer; Nat James, vice-president, and Stanley Keller, secretary.

Arnold former writer and director, for the past six years has been production assistant with Hall Bartlett Productions.

Benjamin Ci

(*Continued from page* 1

ban, S. H. Fabian, Abraham F
Rabbi Joel Geffen, Leonard
son, Arthur B. Krim, Louis Ni
gene Picker, Herman Robbin
Romulo, Sam Rosen, Dr. Sach
Schneider, Sol Schwartz Georg
ras, Spyros Skouras and Mrs.
Spingold.

Benjamin was presented
scroll on the occasion of his i
as a fellow of the University.

The scroll reads: "Industria
executive, commanding the re
business associates for dynam
ership and creative imaginati
Active worker in endless unde
which extend into every
philanthropic endeavor, pe
even the most onerous task
and dispatch. . . . A devoted
er of higher education and a
patron of Brandeis Univer
benefactor and as loyal coun
is with sincere affection and
that this certificate is prese
the seventh day of June in
1960."

Funds raised at the din
benefit the University's Wein
tional scholarship program.

'Amour' Gross Gr

"Hiroshima, Mon Amour,"
film released here by Zenith
tional, grossed $19,200 for
week at the Fine Arts Theatr
was ahead of both the first an
week grosses.

'Apartment' to Pla

"The Apartment" will ope
Plaza Theatre here on We
June 15, in addition to the
the same day as previously an

More light + slower bu lower cos N ATION TRADE MARK PROJECT CARBON

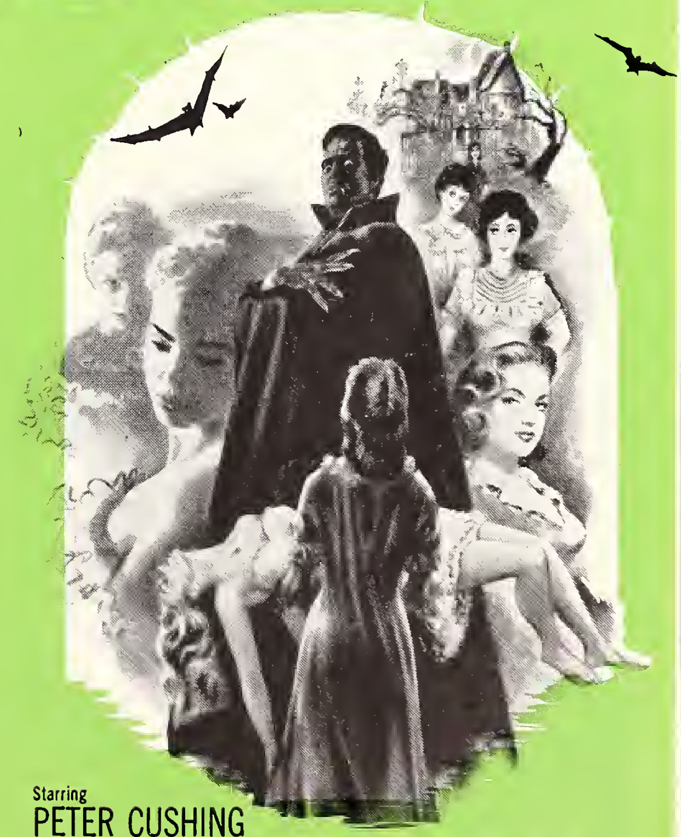
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circ Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

IT'S HONEYMOON BUSINESS FOR

BRIDES of DRACULA

THE NEWEST AND BIGGEST ONE OF THEM ALL!

In its world premiere at the MALCO Theatre, MEMPHIS, Tennessee (famous for its horror presentations) "BRIDES OF DRACULA" was launched with biggest opening and three day gross of any such program in the history of the house.



Starring
PETER CUSHING
FREDA JACKSON · MARTITA HUNT · YVONNE MONLAUR
Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY · Directed by TERENCE FISHER
Produced by ANTHONY HINDS · Executive Producer MICHAEL CARRERAS · A Hammer Film Production
A UNIVERSAL-INTERNATIONAL PICTURE

Balaban Says Film Future Can Be 'Healthy'

Remarking that the present Paramount company is 10 years old, dating from theatre divorcement in 1950, Barney Balaban, president, told the annual meeting of stockholders yesterday that he sees a "healthy future" for film business.

"The last 10 years have been rather rough going for our industry," he said. "While the business of motion picture production and distribution has real problems, I believe it can be a healthy business with a good future."

MPEA Heads

(Continued from page 1)

Inc.; J. William Piper and Barney Balaban, Paramount International Films, Inc.; Emanuel D. Silverstone and Spyros P. Skouras, Twentieth Century - Fox International Corp.; Louis Lober and Arnold W. Picker, United Artists Corp.; Felix M. Sommer and Milton R. Rackmil, Universal International Films, Inc.; Joseph J. Laub and Edmund F. Clarke, Walt Disney Productions; Wolfe Cohen and Benjamin Kalmenson, Warner Brothers Pictures International Corp., and Eric Johnston, director-at-large.

Reagan Resigns

(Continued from page 1)

venture which will give him the status of a producer.

In a letter to the board Reagan said: "The guild has commenced negotiations with television producers. Up to now I have been a salaried employee with no interest in profits. Now I plan to change that status by becoming a producer with an interest in profits."

It is a guild tradition that no person who has a substantial producer interest in the making of motion pictures should serve as an officer or a member of the board of directors of the guild.

A special meeting of the board has been called for Thursday night to appoint a successor who will serve until the guild's annual election in November.

100 Sales for UGFE

United German Film Enterprises, Inc., in its capacity as producer's representative, has just sold its one hundredth film. While U.G.F.E. specializes in German language films, both features and shorts, it has also handled films from such diverse countries as Spain, Belgium, Hungary and Israel.

EAT LIKE A NORSE
SMÖRGÅSBORD
LUNCHEON · DINNER · SUPPER
THE SCANDIA
45th STREET WEST OF BROADWAY
Call Circle 6-6600
IN THE HOTEL PICCADILLY · HOME OF THE CIRCUS LOUNGE

Telemeter in the Spotlight at Para. Meeti

(Continued from page 1)

dent, told the stockholders that "Public acceptance of the principle of paying for television programs was endorsed in unmistakable terms" in the Etobicoke operation. He said 92½ per cent of the U.S. and Canadian population does not see the average, good motion picture. It is this untapped audience that pay TV will reach and the results will benefit all phases of the industry by providing additional risk capital necessary "to make more pictures of quality to fill the great need for more product."

The Etobicoke operation, he said, is demonstrating that pay TV can do this without injury to existing theatres because it is tapping the non-theatre going section of the populace.

Balaban said no definitive answers on Telemeter will be available for another six months, when both the novelty attraction has worn off for Etobicoke subscribers and when a fully diversified programming will have been offered.

'Two-Billion-Dollar Industry'

Later, when a stockholder wanted to know if Paramount thought Telemeter would be profitable, Balaban said it could be the beginning of "a 2 billion dollar industry."

Stockholders were told Telemeter now has 5,400 subscribers in Etobicoke and is rapidly approaching the optimum of 50 per cent of the 13,000 wired homes there. A Canadian research agency uncovered the information that 32 per cent of the Etobicoke homes had no motion picture patrons in the previous year. It was then found that these people spent more for motion pictures on Telemeter than the average American and Canadian family spends at motion picture theatres.

Sees Contention Supported

Balaban said it is evidence of the kind that supports the contention that pay TV will provide extra income to finance additional film production.

"If the present $275 million dollar level of film rentals could be increased by only 20 per cent," he said, "the resultant $55 million dollar additional revenue would benefit all phases of the industry. It would finance the additional pictures which are the great need of exhibition. It follows that, as more pictures are produced, exhibitors must benefit along with us."

Cites Ten Instances

Balaban cited the following percentage of Telemeter subscribers in Etobicoke who purchased the following specific pictures: "Anatomy of a Murder," one week after all theatrical runs, 23 per cent of the subscribers; "Ask Any Girl," after all theatrical runs, 37 per cent; "Cash McCall," simultaneously with second run, 23 per cent; "F.B.I. Story," one week after all theatrical runs, 25 per cent; "Gigi," after all theatrical runs, 30 per cent; "Mating Game," after all theatrical runs, 33 per cent; "North by Northwest," after all theatrical runs, 36 per cent; "Peyton Place," after all theatrical runs, 22 per cent; "Sink the Bismarck," simultaneously with second run, 43 per cent, and "The Ten Commandments," after all theatrical runs, 50 per cent.

Hockey Shows Popular

"As head of a motion picture company," Balaban said, "I am intrigued with the possibility—if these figures hold up—that pay television can add a sum that goes into nine figures to the motion picture industry's grosses from the domestic market."

Balaban noted that all of the pictures played at a price of $1 on Telemeter.

"We have yet to learn the effect on grosses by varying the admission prices," he said.

A stockholder asked whether the Etobicoke operation would be on a profitable basis when it has the 13,000 wired homes there as subscribers. Balaban replied that it is still a bit too early to determine exactly the break even point, but commented that he thought the figure referred to was "somewhat high."

Points to Stock Reduction

Balaban reported that the four Toronto hockey games offered on Telemeter drew a patronage of 24.5 per cent, 22.5 per cent, 20.5 and 27.7 per cent of the subscribers, even though the team could be seen on sponsored television free the night before each of the Telemeter games.

On the same nights, Telemeter's other two movie channels showed no diminution of patronage, indicating that the sports subscriber is a different breed from the movie fan.

Turning to fiscal matters, Balaban noted that this marked the 10th anniversary of the new company that came into being following theatre divorcement. In that time, he said, Paramount has been the only motion picture company which has neither omitted or lowered its dividend. Paramount's dividend rate is $2 per share.

Spent $44 Million in 10 Years

Balaban said the company's policy of purchasing and retiring its own stock has made the dividend record possible to a large degree. In the 10 years the company has expended about $44,000,000 for the purchase of 1,631,000 shares, which reduced the outstanding stock from 3,303,000 shares to 1,672,000.

"We have already saved $24,000,000 in what would have be
dividend requirements had the
not been purchased," he noted.
allowance for interest cost of $
000, the net dividend savings
amount to $21,600,000. Reduc
per share basis, your compan
chased this stock over the p
years at an average cost of $
share."

Tells of Assets-Conversio

Balaban added that in the
Paramount has converted int
and working capital assets with
value of $7,000,000, on whi
realized $29,000,000 in cash. In
in the conversions were such a
the newsreel, foreign theatre
ties, laboratories and film back
sofar as cash has been realized
but not taking into account pa
still to be made. The latter a
to about $36,600,000 additio

Paramount borrowed about
000,000 in the last 10 years, in
$6,000,000 for "The Ten Con
ments," and this debt has b
duced to less than $16,000,000.
sive of about $4,000,000 of sel
dating debt.

Balaban reported favorably
company's diversified interest
as Autometric Corp., Chromati
vision, Paramount Television
tions, Telemeter Magnetics, D
ords and the music companies

Para.'s Telemeter Income in Royalties

Paramount Pictures does not plan to install and operate Telemeter systems itself, Barney Balaban, president, told company stockholders yesterday.

The company will benefit from royalties paid to it by franchise holders who will conduct the operation and be responsible for programming.

Brylawski to Speak At Maryland Meeti

Special to THE DAILY

BALTIMORE, June 7—A.
Brylawski, chairman of Theatr
ers of America's national le
committee, will be among the s
at the annual meeting of the M
Theatre Owners Association
George Washington Hotel, Oce
Md., June 28-30, John G. B
president of the TOA-affiliate
announced today.

Brylawski will report on
Congressional legislation, in
the wages and hours bills, B
said. Brylawski is also presiden
Motion Picture Theatre Ow
Metropolitan D. C., of Was
D. C., also a TOA-affiliated u

Para. Disavows Interest In G. A. & F. Purchase

**Paramount investigated the
bilities of buying into General
& Film about a year ago but n
er has any interest in it, Edwin
counsel and board membe
George Layton, an attorney,
terday's annual meeting of Par
stockholders.**

**The attorney wanted the
adjourned for a later lengthy
saying he challenged the leg
Paramount's proxy statement
made no mention of negotiati
G. A. & F. in association wit
companies.**

Drive-Ins Back Pay-TV Campaign

pecial to THE DAILY

FORD, June 7.—Full mem- upwards of 40—of the Con- Drive-in Theatres Ass'n. to- d in favor of "aggressively the Connecticut films indus- paign against the upcoming, lion dollar Zenith-RKO Gen- -TV experiment on WHCT- annel 18), Hartford.

Perakos, who will work with Herman M. Levy, general of TOA and executive secre- MPTO of Connecticut, said CDITA has agreed on an as- of ten cents per car. The theatres will contribute, via it of ten cents per seat. ing and public relations will or out of the anticipated war $10,000.

to Distribute

ontinued from page 1)

after three weeks of confer- New York and Madrid, e film is now in production. the studio in Spain were Vogel, Sol C. Siegel, M-G-M n head; Bernard Smith, his assistant, and other M-G-M es.

partments of M-G-M studios erate with Bronston on the n of "King of Kings." Bron- o is currently in New York, e in several days for Madrid, s picture has been before the for three weeks. Completion ction is scheduled for the end st.

e F. Lewis, Jr., of Lewis and ald, and Irwin Margulies and Heit of Margulies and Heit, the legal representation for in the M-G-M negotiations.

Taplinger Retained

t S. Taplinger Associates will to represent Samuel Bron- ductions for public relations, n and advertising, working in sociation with the M-G-M and advertising departments.

Sets Records Here

Savage Eye," a Trans-Lux ting — Kingsley-International cracked two house records opening day Monday at the x 52nd Street Theatre with boxoffice gross of $2,346. It biggest Monday opening in ry of the theatre. It was also est opening day for any film non-major distributor.

Bells Are Ringing

(CONTINUED FROM PAGE 1)

Judy Holliday and Dean Martin in "Bells Are Ringing"

and Jule Styne (music). And the reason Miss Holliday has been away from the movies for so long is that she was doing this same show on Broadway where it had a long and profitable run. Motion picture exhibitors can now anticipate the same kind of business.

Seldom, if ever, has a stage musical been transplanted to the film medium so intact. Since Vincente Minnelli directed the film, moreover, the change-over was made with the fullest and surest appreciation of the fluid advantages of the screen over the stage.

The character Miss Holliday plays is that of a friendly girl who works for a telephone answering service in New York and cannot resist interfering in the private lives of the customers to whom she speaks but never sees. In the course of the story she eventually meets some of these people and affects their lives for the better. She inspires a lazy young writer to get to work and write a play; she convinces a dentist who wants to write songs to quit his job and do just that; and she helps a "method" actor to change his technique and acquire a role in the writer's play. In the meantime she falls in love with the playwright and he with her.

A sub-plot introduces some amusing complications as a bookie involves the answering service in his illegal actions.

Throughout, the jokes are bright and funny; the music is sophisticated and gay; and the New York settings (mostly indoor) just right in CinemaScope and Metrocolor.

The best thing about the film, however, is that it has some real substance and heart through the character Miss Holliday plays. The phone girl has a zest for living and a workable philosophy of how to make friends. She is a very credible and appealing human being.

Miss Holliday has a field day in the role. She muggs in hilarious fashion; she brings tenderness to the love scenes; she even dances a little; and she sings both cool ("The Party's Over") and hot ("I'm Goin' Back").

Most of the other actors portray New York "characters," in a zany fashion, with the exception of co-star Dean Martin, who plays it "straight" as the playwright the heroine adores. Everyone is fine—Eddie Foy, Jr. as the bookie; Fred Clark as the producer of Martin's play; Jean Stapleton as Miss Holliday's aunt who runs the telephone answering service; and Bernie West as the dentist who wants to write music.

The captious can find a fault here and there if they wish. The show is skimpy on dancing (an art that is not, of course, Miss Holliday's forte) and the overall pace tends to slacken now and then. Not for long, however. Miss Holliday is always ebullient. So is the whole show as long as she is around.

Running time, 127 minutes. Release, in July.

RICHARD GERTNER

Kratter Leaves

(Continued from page 1)

latter would be a cash deal, as contrasted with the Webb & Knapp 10-year deal.

However, Webb & Knapp has requested the alternative of purchasing the property for $43,000,000 cash on the same terms as outlined at the annual meeting of stockholders May 17, 1960. If the directors so approve, a special meeting of 20th-Fox stockholders will be called to consider the alternative, just as had been contemplated in the case of the Kratter proposal.

William Zeckendorf, president of Webb & Knapp, said, "We have never lost faith in the merits of our plan for the development of the 20th Century-Fox property. "Now that the Kratter Corp. has withdrawn, we are pleased to remain in the picture and we will move forward rapidly with the engineering, financing and construction of Century City."

Has Paid $2,600,000

Webb & Knapp already has paid 20th-Fox $2,600,000, including payments of $1,000 daily for two 90-day extensions of the closing time. The last extension runs to Aug. 1.

Under both contemplated deals 20th-Fox had the right to lease the studio portion of the property for long term periods.

Under its cancelled deal with Webb & Knapp, Kratter Corp. was to pay 20th-Fox an additional $2,400,000, making a total received from both companies of $5,000,000. This was to have been done by approximately June 15. Thereafter, if the deal received the approval of 20th-Fox stockholders at a special meeting called for July 6, Kratter was to pay $38,000,000 cash on closing within the next six months.

That special meeting of 20th-Fox stockholders has been cancelled.

UA to Release Film Of Johansson Fight

United Artists has acquired the motion picture rights to the forthcoming world heavyweight championship fight between title-holder Ingemar Johansson and challenger Floyd Patterson, at the Polo Grounds in New York on Monday, June 20, it was announced in a joint statement by William J. Heineman, United Artists vice-president, and Irving B. Kahn, president of TelePrompTer Corp.

The minimum guarantee was reported to be the highest ever paid for the rights to a fight film.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales Offices and rehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

1355 Conant Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

Quality photographic materials . . . backed by more than half a century of experience.

GEVAERT

THE GEVAERT COMPANY OF AMERICA, INC.

PEOPLE

Joseph L. Mankiewicz will be honored by the British Film Institute, when that organization, starting July 19, will conduct a four-week film festival consisting of the American writer-director's outstanding works produced during his 30 years of movie-making. Mankiewicz will attend the opening of the festival.

☐

Lige Brien, United Artists director of special promotions, on Friday will be presented with a Certicificate of Appreciation for his efforts in behalf of this year's leukemia drive. **Richard Mitchell**, executive director of Leukemia Society, will make the presentation.

☐

George Isenberg, real estate manager of the Stanley Warner Corp., Newark, has been elected president of Cerebral Palsy of Essex County and West Hudson. One of the founders of the organization, he previously has been secretary and executive vice-president.

☐

Eugene Secunda has been added to the Universal field publicity staff in Cleveland to work under **Duke Hickey** on the promotion for "Portrait in Black," which will have its premiere there on June 24 at the Allen Theatre.

Sees UK Humor 'Catching On'

(*Continued from page* 1)

first to be released here by Governor Films, is appealing enough to play eventually in general theatres. In its first 13 weeks at the Crest Theatre in Los Angeles, "Nurse" has achieved "outstanding, almost freakish" results, the director said. The film also has opened in Chicago and Dallas to handsome grosses. It will debut locally at the Little Carnegie this summer.

Peter Rogers, producer and originator of the series, plans along with director Gerald Thomas to make one "Carry On" picture a year, indefinitely. The next one to be distributed here will be "Carry On, Constable."

Asserting that "Nurse" probably will become the biggest comedy grosser in British film history, Cohen said the American public is beginning to grasp the English sense of humor. The trend today in the British cinema is toward more comedies, he added. Five of Anglo Amalgamated's 10 pictures this year will be comedies. Three of the other five films will be co-productions with American-International Pictures, "Circus of Horrors" probably the biggest one.

Cohen expects to close a deal this week for American distribution rights to "Peeping Tom," a Technicolor picture starring Moira Shearer and directed by Michael Powell, who directed "The Red Shoes." Cohen also brought with him a print of "The Criminal," starring Stanley Baker. The director declined to identify the American companies with whom he is negotiating.

He is the sole distributor in the United Kingdom for AIP and will handle the American company's "House of Usher" this year. Cohen, who arrived here from the Variety Clubs International convention in Toronto, will leave for Hollywood at the week-end.

He said the lifting recently of the entertainment tax in Great Britain should give the film theatres a needed boost. But, he added quickly, the picture is still the thing and if a distributor has the right product he needn't worry about making money with it.

Someone
else's
husband
and
someone
else's wife
Strangers When We Meet
Columbia!

You're set for the summer... when you book this one from... Columbia!

WGA Ultimatum

(*Continued from page* 1)

tomorrow to accept or reject the contract "package proposal" made by the guild on April 12, and modified June 2. If rejected, the guild has the right to place approximately 50 independent producers involved on 48 hours notice of its termination of status quo relationship.

WGA will resume its bargaining talks with the Alliance of TV Film Producers tonight, based on the WGA request that bargaining talks resume.

Meanwhile the Association of Motion Picture Producers continued its talks with WGA representatives of the screen branch this afternoon. The meeting was still in progress late this afternoon.

Hollywood Producers Eye Eichmann Theme

From THE DAILY Bureau

HOLLYWOOD, June 7. — The Adolph Eichmann derby is on. Latest owners to register entries in a race to the screen with the story of Eichman, former Nazi executioner, now awaiting trial in Israel for the murder of 6,000,000 Jews, are producers Sam Bischoff and David Diamond. The team has entered negotiations with Allied Artists to film the story under the title "The Supreme Executioner."

Others who have indicated their moves on the story material are Bryan Foy at Paramount, the Mirisch Co. for United Artists and 20th Century-Fox.

AMPI Asks Exemption In Republic Stock Deal

From THE DAILY Bureau

WASHINGTON, June 7. — Associated Motion Picture Industries, Inc., a New York investment company, has asked the Securities and Exchange Commission to grant an exemption for a prior stock transaction. SEC has given interested parties until June 21 to request a hearing.

The exemption sought by AMPI would retroactively cover the sale, on July 1, 1959, of stock in Republic Pictures Corp. to Victor M. Carter. The SEC exemption is needed because a relationship of affiliation existed among Carter, AMPI, and Republic.

As of July 1, 1959, AMPI says, it owned 216,349 shares of R common. Carter, a director of lie since Nov. 5, 1958, and si persons had agreed to buy 5 shares of Republic common from AMPI and 17 other corpo and persons at $10 per share transaction was completed o 1, 1959.

'Ben-Hur' Passes Million In 8 Overseas Dates

MGM's "Ben-Hur" has passe million-dollar mark at the box in eight situations overseas, tot an aggregate of 60 weeks pl time, it was announced by Mort Spring, president of MGM Int tional. Cities playing the picture seas are London, San Juan, T Osaka, Lima, Sydney, Melbourn Singapore.

In the United States and Ca the box office gross for "Ben-Hu exceeded $10,000,000.

New Pay La

(*Continued from page* 1)

the Senate committee did not c minimum wage levels or ov provisions. It agreed to exempt the new measure all retail and s establishments that gross less th million a year. Some motion p theatres, and even some ci would benefit from this.

However, the industry seeks cific exemption written into th This has not yet been achieve Senate group also dropped fro bill a section which would ha quired payment of a minimum hourly to employees of firm gross under $750,000 a year.

More Amendments Likel

Legislative language emb these changes has not been d It is understood that additional a ments affecting retail and serv dustries will be offered whe committee meets Wednesday.

There were indications tha tively little progress was ma today's meeting, and that mar sions will be required before th mittee reaches agreement. Son servers believe that Senate com action will be delayed unt House labor group complet work.

Military Heads, Pre See 'Stars' in D. C

From THE DAILY Bureau

WASHINGTON, D.C., June nation's top military governme press personnel attended a screening here tonight of Cha Schneer's "I Aim at the Star story of rocket scientist Dr. W von Braun. Major General Quinn, chief of information of th Army, served as host of last screening and will also presid similar preview at the Motion Association tomorrow night.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 111 NEW YORK, U.S.A., THURSDAY, JUNE 9, 1960 TEN CENTS

r Than '59

A in Plea r Production Exhibitors

Dearth Exists in ity and Quantity

pitors are not being supplied pictures, either in quantity lity, with which to operate y," and therefore must take on their own to get more pic- nto production. So states the Theatre Owners of America a, now being distributed to nembers.

Bulletin reports that "Through we will get 151 new pictures ollywood, 11 less for the eight period than were delivered 1959. At least 40 of the 151 foreign origin, a far, far high- nber than last year. And the d 'big' pictures, or block- will not start coming until

lywood is giving us 39 pictures and June." the Bulletin con-

(Continued on page 2)

Says Military petition Easing

ngements worked out by the to alleviate competition from at military installations with rcial theatres in nearby cities to be working relatively well first run theatres which were ly affected, the current Thea-

(Continued on page 2)

e Optimism Is Noted VGA-ATFP Talks

From THE DAILY Bureau

LYWOOD, June 9. – The Guild of America tomorrow ntinue negotiations with the e of Television Film Producers. nosphere appeared brighter fol- talks last night, and both fac- ppear confident of reaching an

(Continued on page 6)

ISION TODAY—page 6

Theatres Are Exempted in Senate Minimum Wage Bill

Industry Viewed as 'Safe' Now Since House Previously Eliminated Theatres; Final Senate Bill Seen Ready Next Week

By E. H. KAHN

WASHINGTON, June 8.—Motion picture theatres have been exempted from the new wage-hour bill that is being drafted by the Senate Labor Committee.

On a motion by Sen. Yarborough (D., Tex.) the group by voice vote agreed today to exempt theatres. Some 36,000 employees are said to be affected by this action.

Since the House labor committee has already exempted theatres, they would appear to have nothing to fear now.

The committee, which is considering the measure behind closed doors, "moved substantially ahead" today, according to the wage bill's sponsor, Sen. Kennedy (D., Mass.). He is hopeful that it will conclude its deliberations next week.

The committee also decided that it will make the annual wage increase steps that it will propose conform to the scale approved by the House committee bill—a hike in the minimum to $1.15 hourly in the first year for employees presently under the law, with annual increments of five cents until $1.25 is reached.

The bill would become effective 90 days after enactment. Employees new-

(Continued on page 5)

Compo Hails Senate Group's Wage Action

While hailing the Senate labor committee's action yesterday in exempting motion picture theatres from its new minimum wage and hours bill as "immensely reassuring," Charles McCarthy, executive director of Compo, nevertheless cautioned exhibitors "not to take too much for granted."

"It's more than a month to adjournment," he said, "and much can happen in that time."

Compo, which has played a prominent part in the campaign to win exemption for theatres from the new legislation, also urged exhibitors to write and thank members of the Senate and House committees for their stand.

Legion Condemns 'Eye'; Puts 'Psycho' in Class B

One picture, "The Savage Eye," was condemned this week by the National Legion of Decency, which also put two films in Class B, two in Class A, Section 3, and one in Class A, Section 1.

In condemning "Savage Eye," the Legion said: "The treatment of this

(Continued on page 5)

'Ruth' Bows to Raise $1,000,000 for Charity

More than $1,000,000 will be raised for charity via the benefit premieres of Samuel Engel's "The Story of Ruth," which will take place in all 39 20th-Fox branch cites in the U.S. and Canada in the period from June 15-30, according to reports received by Fox exploitation director Rodney Bush.

The money will go to nearly all the established charity organizations now operating in this country. In addition, many hospitals and nursing homes will benefit.

In New York, the Musicians Aid Society, Inc., will be the recipient. The other charities are: Buffalo, The Boy's Club; Charlotte, Opti-Mrs. Club; Chicago, Kidney Diseases Foun-

(Continued on page 5)

Cleveland Judges Rule 'The Lovers' Obscene Under High Court Definition

Special to THE DAILY

CLEVELAND, June 8.—Three common pleas judges acting as judges and jury today handed down a unanimous decision that the French film, "The Lovers,"' is "obscene, lewd, and lascivious" within the definitions set forth by the U.S. Supreme Court. At the same time they indicted Nico Jacobellis, manager of the Heights Art Theatre, on the two counts of "knowingly possessing and knowingly exhibiting a lewd, lascivious picture" as charged by the prosecution.

Upon the request of defense attorneys sentence was withheld pending the result of an appeal action which they are filing immediately, Meanwhile Jacobellis was placed on probation and jailed until a probation report is filed.

Judges in "The Lovers" case were William J. McDermott, Roy E. McMahon and John Pincura.

Arguments in the case ran for a period of two weeks. State's attorneys, assistant county prosecutors Thomas L. Osborne and Bernard Stuplinski, in their final arguments, contended

(Continued on page 4)

1-Man-in-Booth Survey Is Undertaken by TOA

An increasing number of theatres have been able to secure one-man booth operations, thereby substantially reducing payroll costs and placing their theatres in sounder economic position, the current Theatre Owners of America Bulletin reports.

To find out how many one-man booth situations there are and what conditions prompted unions to approve the reduction from two men, TOA is sending a questionnaire to members soliciting the information.

PERSONAL MENTION

EDWARD SOLOMON, Embassy Pictures vice-president in charge of advertising-publicity, has left here for Toronto and Chicago.

•

JOSEPH MOSCOWITZ, 20th Century-Fox vice-president, will leave New York today for the Coast.

•

SAMUEL ROSEN, Stanley Warner Corp. executive vice-president, was in Albany, N. Y., this week from here.

•

CLAUDE MARIN, general manager of Information et publicite, Paris, has arrived in New York from France.

•

ABE GOODMAN, 20th Century-Fox advertising director, will leave New York today for Hollywood.

•

RT. HON. ANTHONY NUTTING, who is serving as special assistant to producer SAM SPIEGEL and director DAVID LEAN on "Lawrence of Arabia," has arrived in New York from London.

•

IKE KATZ, president of Kay Films, Atlanta, has returned there from Charlotte.

•

MITCHELL WOLFSON, president of Wometco Enterprises, Miami, became a grandfather when his daughter-in-law, MRS. LOUIS WOLFSON, gave birth in Jacksonville to a daughter, FRANCES JO.

•

JOSEPH PINCUS, of the 20th Century-Fox casting department, will leave New York today aboard the "United States" for a six-week tour of Europe.

•

AARON ROSENBERG, producer of M-G-M's forthcoming "Mutiny on the Bounty," has left New York for London.

•

SAMUEL E. ROSENBLATT, president of Acme Theatres, Albany, N. Y., has returned there from Europe and Israel.

•

MORRIS GOODMAN, of Morris Goodman Film Enterprises, will leave here at the weekend on a business trip to Latin America.

•

GEORGE ROSSER, of Martin Theatres, Atlanta, has returned there with his family from a vacation in Jacksonville.

•

RICHARD BROOKS, director and screen writer, will arrive in New York today from the Coast.

•

MRS. PAUL HARGETTE has given birth in Atlanta to a girl. Father is branch manager there for Columbia Pictures.

•

BILLY WILDER, producer-director, will leave New York today for Europe.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

TOA's Compilation of Releases of Ten Companies for First Eight Months of 1960

Release schedules of 10 national production-distribution companies for the first eight months of the year, as compiled by Theatre Owners of America and indicating a drop of 11 features from the corresponding 1959 period, are shown herewith.

Company	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
Allied Artists	2	1	1	1	2	1	0	1	9
AIP	0	1	0	0	1	2	1	1	6
Buena Vista	1	1	0	1	0	1	1	1	6
Columbia	2	3	1	2	4	4	3	4	23
MGM	2	1	1	1	1	2	2	1	11
Paramount	1	3	2	3	2	1	3	2	17
Fox	3	3	3	3	3	4	5	6	30
United Artists	4	4	1	3	4	2	2	2	22
Universal	0	3	2	2	1	2	3	2	15
Warners	1	2	3	1	1	1	2	1	12
	16	22	14	17	19	20	22	21	151
1959 Totals	22	22	23	17	18	20	25	15	162

Post Theatres

(Continued from page 1)

tre Owners of America Bulletin reports.

The military theatres formerly had an advantage in being serviced with prints of new films ahead of the first run theatres in the same vicinity, and in permitting visiting and employed civilians on the posts to attend the military theatres.

"Our experience to date indicates that except for the occasional picture, the film companies have been releasing not only their 'A' pictures but virtually all their films to the Military in conformance with our agreement," the Bulletin says.

TOA says that it has been advised by Paramount that for special reasons it will release "Bellboy" and "The Rat Race" to military theatres ahead of commercial theatres, but that its "Psycho" and "Bay of Naples" will play commercial theatres in August but will not be available to the military before fall.

TOA Conventioneers to Be Guests at Disneyland

Disneyland will be the mecca on Sept. 15 for registrants at Theatre Owners of America's 13th annual convention and Trade Show in Los Angeles, Sept. 13-16, Albert M. Pickus, TOA president, said yesterday

All conventioneers will be the guests of Pepsi Cola at Disneyland for an evening party. They and their wives will be transported to the amusement park from convention headquarters at the Ambassador Hotel by special arrangements and will be the company's guests on all rides at Disneyland and for refreshments while at the park, Mr. Pickus said.

Arrangements for the evening were made by Norman Wasser, manager of Pepsi Cola's theatre sales and cup vending division, with the cooperation of Charles N. Baker, vice-president for promotion.

'Antigone' Principals Fly Back to Athens

Special to THE DAILY

HARTFORD, June 8. – George Tzavallo, writer-director, and James Paris, producer of Norma Film Productions' initial venture, "Antigone," will fly back to Athens this weekend for next week's projected start of filming. Tzvallos and Paris have been conferring here with Sperie Perakos, general manager of Perakos Theatre Associates, independent Connecticut theatre eireuit, and executive producer of Norma Film Productions.

P-T-A will handle U.S. distribution of "Antigone" and subsequent adaptations of the Seven Greek Tragedies. Speric Perakos is represented financially in Norma Film Productions, while P-T-A is to function merely as distribution representative.

TOA Bulle

(Continued from page 1

tinues, "but only a few – 'Huckleberry Finn,' U.A.'s Fugitive Kind,' and Disney's ' Zorro'–promise any big offi tential.

"Fortunately, the July- outlook is better, though it is commentary for exhibitors tha few money-making pictures a duced should be jammed into month period."

Eleven Features Listed

The Bulletin lists 11 pot big office box releases in Ju seven for August. They are "Hell to Eternity," A-A; "Poll B-V; "Strangers When We Columbia; "Bells Are Ri M-G-M; "Rat Race" and "B Paramount; "Story of Ruth "From the Terrace," 20th C Fox; "The Apartment," U.A. trait in Black," Universal, anc cules Unehained," Warners.

For August: "All the Young and "Song Without End," Co "The Time Machine," N "Psycho" and "It Started in N Paramount; "Elmer Gantry," and "Oceans II," Warners.

Neither Quantity Nor Qua

The Bulletin notes that round-up is not intended to be beat. Rather, it should point exhibitors that neither in q are we getting enough pictu operate soundly, nor in qual we getting enough top films t up for the losses in the long 'd periods.

"TOA's officers are unanin their feeling that the only wa pictures will be made is to exhibitors get them made. It belief that the situation is so exhibitors will reeognize the sity of making a relatively investment, per theatre, to st wheels in motion. Developmen here on in could come quite ra

Full Association Support As

The Bulletin reports the p of $400,000 each by the five r circuit companies to a fund formation of a new product tribution company, sponsored American Congress of Exhibito reports that independent ex also are expected to invest company. TOA's full support sured the project.

"The time is near for you, dividual theatre men, to roll u sleeves and literally 'do it yo if you want more product," i sels.

'Road' to Brooklyn

"The Mountain Road," James Stewart, will have its Ne premiere on Wednesday at th Albee in Brooklyn.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop

PEOPLE

Veiss, manager of Loew's Pitkin e, Brooklyn, has been honored -Ilan University, Israel, by the shment of the Al Weiss Scho- at the university. Proclamation institution will be made on 28 at the Paradise Theatre, yn, where a program of enter- nt will be held by friends and tes to mark the occasion.

☐

is **E. Whitcomb,** superintend- the film emulsion division at n Kodak Co., Rochester, a vet- f 50 years with the company, nouncement his retirement. He succeeded by **Lloyd A. Smith,** as named deputy superintend- t year.

☐

Hoffman, for the past six West Coast publicity director en Gems, is joining the Connie e Public Relations Co. as head West Coast branch.

☐

W. A. Culpepper has acquired hip of the Citronelle Drive-in e, Citronelle, Ala., from **Wal- urner.** The transfer was made t interruption of operations.

☐

William E. Glenn, of the Ap- hysics Section of General Elec- o., was the guest speaker meeting of the New York , Society of Motion Picture and ion Engineers, held at the m of Modern Art here.

Smith Inducted by MPI N.O. Chapter

Special to THE DAILY

ORLEANS, June 8. – Mrs. n Smith, of Hodges Theatre , has been inducted as presi- of the New Orleans chapter, of the Motion Picture Indus- the 1960-1961 term of office.

Smith has appointed the fol- committee chairmen: Mrs. Sinopoli, Universal, finance; Della Jean Favre, Paramount, n; Mrs. Imelda Giessinger, ds Center, membership; Mrs. Barnette, Joy Theatre, publicity; Lee Maholland, MPA, exten- Gladys Villars, MGM, service; Marie Berglund, MPA, by-laws rliamentarian; Ida Klos, Para- Gulf, bulletin; Gertrude Davis, ways and means; Jane Ella ty, Richards Center, historian ar book; Mrs. Judith Hanmer, fraternal and gifts; Mrs. e Gubler, Universal, social; Connie Aufdemorte, civil de- nd Ethel Holton, 20th Century- lephone.

appointment of a public rela- chairman will be announced The inter-organizational chair kept vacant for time being.

NSS to Distribute Trailers on Fight

National Screen Service is distributing a complete selection of trailers and accessories to help exhibitors promote both the theatre telecast and the official United Artists films of the Ingemar Johansson – Floyd Patterson heavyweight championship rematch, it was announced by Burton E. Robbins, NSS vice-president in charge of sales.

Heading the list of materials available to theatres carrying TelePrompTer's live telecast on June 20 is the official advance trailer, which many theatres around the country are now showing to plug advance ticket sales. In addition, National Screen is distributing a cross-plug trailer, available in regular or condensed form. The company also has ready a 20-second TV trailer for use in promoting the telecast.

National Screen is also providing theatres with materials for a complete advertising campaign on the official United Artists films of the match. These include a trailer which utilizes live footage of last year's fight, composite newspaper ad mats, one-sheets, 40 x 60 posters and a 5-foot cutout standee.

SPG Supports Actors in New York Theatre Strike

Support of Actors Equity in its dispute with the League of New York Theatres was expressed yesterday by the Screen Publicists Guild in a telegram to Ralph Bellamy, president of Actors Equity.

The telegram said: "On behalf of New York motion picture publicity and advertising men and women, the Screen Publicists Guild, a local of District 65, RWDSU, AFL-CIO, extends its support to Actors Equity in the performers' fight against the producers' lockout and for better wages and conditions."

The telegram was signed for the union by Ben L. Berman, director of the Guild, which represents advertising, publicity and other specialist personnel at Twentieth Century-Fox, Metro-Goldwyn-Mayer, Warner Bros., Columbia Pictures, United Artists and Universal-International.

Name Committeemen for Conn. Golf Tournament

Special to THE DAILY

STRATFORD, Conn., June 8—James M. Totman of Stanley Warner Theatres and Albert M. Pickus, national president of Theatre Owners of America, will be co-chairmen of the annual golf tournament here of Motion Picture Theatre Owners of Connecticut on Tuesday, July 19. Site will be the Mill River Country Club.

Other committeemen are: general committee: Geo. H. Wilkinson, Jr., MPTOC president, James Bracken, B. E. Hoffman, James Mahoney and John Perakos; Lou Brown, secretary; Samuel Weber, treasurer; and Irving Mendelson and Henry Germaine, distributor's committee.

Resolution in Senate Recognizes Artists Week

Special to THE DAILY

WASHINGTON, June 8.—The Senate has passed a resolution designating the week of Oct. 2-8, 1960, officially as National Guild of Variety Artists Week.

The resolution, introduced by Sen. Keating (R., N. Y.) calls for "recognition of the outstanding services of performers and artists in the variety field to the American people." The resolution was given priority in Senate consideration by Majority Leader Lyndon Johnson (D., Tex.).

London News Theatres Purchased by Jacey

From THE DAILY Bureau

LONDON, June 8. – Jacey Cinema circuit has acquired six Monseigneur news theatres in London's West End and one in Edinburgh in a deal involving £500,000 ($1,400,000).

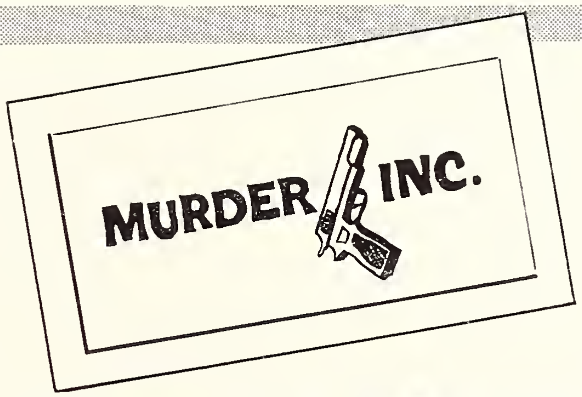
Jacey already has ten theatres in London and the provinces.

TENT TALK

Variety Club News

ALBANY, N. Y.—Television station WAST-TV here, owned and operated by the Stanley Warner Corp., on June 22 will present a special hour-long program for the benefit of Variety Club's Camp Thacher. Titled "Swing Into Summer," it will include filmed statements by Vice-President Richard M. Nixon, Gov. Nelson A. Rockefeller and Mayor Erastus Corning of Albany, the latter an associate member of Tent. No. 9. The program will be simulcast on radio station WTRY.

The club's Newspaper Day Sale will start the evening of the next day and will continue on the morning of June 24. The *Times-Union* will be sold for the benefit of the camp by 90 men during the evening and by 175 the next morning. Included among the "newsboys" will be prominent local citizens as well as radio and television personalities.



CARTEL IN NATION-WIDE CRIME!

For the first time the motion picture screen tells the whole, true story behind the private army of organized illegality, named Murder, Inc.

Here is the incredible expose of the super-corporation of crime, by the assistant D. A. who first revealed it to a shocked world.

This is the story of how the merchants of murder insured a monopoly for the billion-dollar Syndicate.

MURDER, INC. explodes on the screen at the Victoria Theatre in New York—soon!

One of a series of teasers that will set the country talking!

'The Lovers'

(*Continued from page* 1)

that the dominant theme of the picture is sex and that the subject is improperly treated so as to appeal to the prurient interest of viewers. Without disputing the high character of the witnesses "innocently involved in this court action" the state claimed that mere possession and exhibition of obscene material is a criminal offense and that neither the motive nor the intent of the defendant need be proved.

Constitution Invoked

Defense attorneys Bennett Kleinman and Seymour Terrell invoked the protection of the first amendment of the Constitution as a guarantee of free speech and denied the state's contention that sex is the film's dominant theme saying rather that it deals with a common social problem. They also declared, that the judges must determine their views based on the picture in its entirety and not by isolated scenes. And furthermore they must determine beyond a reasonable doubt the defendant's knowledge, exhibition and obscenity of the film. None of these charges, they claimed, could be considered separately.

Witness at the trial were all experts in their fields and for every expert produced by the state, the defendants presented an expert of like stature who held an opposite view.

Police Captain Testifies

Among the state's witnesses who held that the film, in whole or in part, aroused "lustful thoughts in the average viewer" were Cleveland Heights Police Captain Earl Gordon; W. Ward Marsh, *Plain Dealer* movie critic; Sidney Andorn, editorial writer for Radio Station WGAR and former columnist; Prof. Millard Jordon, chairman of the Department of Sociology at Fenn College; Henry Hart, editor of "Films in Review"; Dr. Wilfred Gill, Criminal Court psychologist; Dr. John Bruere, pastor of Calvin Presbyterian Church. Their testimony varied from complete condemnation of the entire film to concessions that elimination of one scene (bedroom scene) would modify their judgment.

Defended by Psychologist

The defense countered with Dr. Richard Wallen, psychologist, who specializes in personnel hiring for large corporations; Arthur Spaeth, movie editor of the former *News* and now critic for the *Heights Sun Press;* Rabbi Armand Cohen of Park Synagogue; Rev. Peter H. Samson, pastor of West Shore Unitarian Church; Edward B. Henning, assistant director of the Cleveland Museum of Art, and, via depositions taken in New York, from Hollis Alpert editor of the *Saturday Review* and Paul Beckley, movie critic of the *Herald Tribune*, New York.

Daniel Frankel, president of Zenith International Films, importers and distributors of "The Lovers," testified that the film won the Silver Lion Award at the Venice Festival, that its acceptance into the country by the U. S. Bureau of Custom was evidence against any obscenity claims and that the picture is now playing in some 100 theatres throughout the country. He stated the Cleveland action was the first one to attempt to brand the picture as obscene.

Jacobellis Heard

Edward Schuman, vice-president and general manager of the Art Theatre Guild of which the Heights is one of the circuit's 15 art houses, testified he does all the booking for the circuit houses. The defendant, Jacobellis, 37, stated on the witness stand that his duties are to conduct the physical management of the house, supervise personnel and prepare the advertising. Failure to show a picture booked by the proper authorities would result in his dismissal, he said.

REVIEW:

Dinosaurus!

Fairview Prod.—Universal—CinemaScope

From out of the prehistoric deep freeze come a pair of bounding dinosaurs and a captivating cave man, principals packaged by Jack H. Harris' Fairview Productions for delivery in "Dinosaurus!", a chipper piece in CinemaScope and De Luxe color. The film is technically affluent—the audience no doubt will freeze when that tyrannosaurus rex defrosts—and so is the salty commentary on the way we live now—played out in grand pantomime by Gregg Martell, the neanderthal man who fancies ladies' frocks and custard pie.

Martell is a show in himself. Clad only in an ill-fitting rag which surrounds his middle, this Alley Oop is a friendly, grunting chap, perfectly happy to take instruction in the use of eating utensils and proper posture at table. Nor is he as callous as one might expect him to be; when the chips are down he takes a whack at the foot of the man-eating dinosaur, with a 1960-model hatchet, saving the life of a beautiful redhead, Kristina Hanson.

Strange sights and sounds repel the cave man; he smashes any mirror into which he happens to peer, and he chops up the twentieth century machines whose noises disturb his equilibrium. Yet, in one marvelous display of contemporary nonsense, he throws a pie smack in the middle of a miscreant's face. This is as close as he comes to spanning those millions of abysmal years.

Meanwhile, in anoher part of this tropical paradise, the dinosours are looking for food and kicks. One is a brontosaurus, a playful, vegetarian lad who soon is reduced to carrying humans on his long neck; the other is the murderous tyrannosaurus rex, a meat-and-potatoes man who is happy to taste anything else and, sadly, a handful of people do not manage to elude his noisy swallow. Bronto is chewed almost to pieces by old saw-tooth, and slinks off to die in a quicksand bath. But T. Rex continues his reign of terror. Quick-thinking Ward Ramsey finally knocks him off his pedestal—off a cliff, in fact—into the sea from whence he came, with a slashing right cross delivered by the arm of an operating crane.

Cave man? Nice as he is the poor fellow cannot really get with it. He is much too tranquil a character to last long around refrigerators, automobiles and dynamite. He dies a hero, though, victim of a landslide, in a world he never made but merely dreaded.

"Dinosaurus!" was co-produced and directed by Irvin S. Yeaworth, Jr. Harris' original idea for the story was adapted by Jean Yeaworth and Dan E. Weisburd who produce a smattering of amusement, notably when the players mug it up with Alley Oop Martell.

Running time, 85 minutes. Release, in July.

Saul Ostrove

'Murder' Here June 29

Twentieth Century-Fox's "Murder, Inc.," will have its world premiere June 29 at the Victoria Theatre and 68th Street Playhouse here.

Refurbished Capri Opens in Binghamton

Special to THE DAILY

BINGHAMTON, N.Y., June 8. – The completely refurbished Capri Theatre was opened again here today by Comerford Theatres with fanfare, including the appearance of Hollywood stars Kim Hunter, Jeffrey Lynn, Lilo and others. Opening film is "Please Don't Eat the Daisies."

'Dinosaurus' Preview Set

Universal-International will hold a special invitational preview of "Dinosaurus," the new Jack H. Harris production, at the RKO 58th Street Theatre here on Saturday, June 18, at 10:00 A.M. for exhibitors, press and magazine editors and television and radio promotional personalities and their children. The children attending will be given special gifts and in addition there will be door prizes distributed.

Map Plans for B Of 'The Lost Wo

Plans for the world premiere ing of Irwin Allen's "The Lost were mapped here yesterday joint conclave of 20th Cent and Stanley-Warner Corp. exe The global campaign, it wa will be inaugurated from Ne two weeks before the gala ope the Warner Theatre here on J

Representing 20th-Fox meeting was Abe Goodman, a ing director; Nat Weiss, p manager; Martin Michel, r director, and Adrian Awan, 20th-Fox exploitation departm the Stanley-Warner Corp., Goldberg, director of advertis publicity, took part.

P.A.L. to Be Aided

Highlight of the campaign a benefit first performance Police Athletic League (PAL Mayor Robert F. Wagner will Busloads of children will be to the theatre for the 9 A.M. on the 13th. Special details York police will accompa buses, forming a parade dow way to the theatre. The yo will be presented with copie special Dell comic book on " after which more than 500, copies will be distributed by t lishing company to outlets ac country as part of the nati ploitation sale.

Also to be given away on day will be copies of the pocket-book reprint of the fa Arthur Conan-Doyle novel. Th back is still another facet of tinental campaign, encomp 250,000 outlet herald in de stores, bus and air terminals, shops, etc.

Lamas Recording Inclu

The extensive all-media me ing campaign also includes, first time, star Fernando L cording on the 20th-Fox rec pany label, two songs from ture sung in both English a ish. A tie-in with toy store cities will also begin shortly ings will be held in branch other localities for exhibitors of museums, high school classes and editors, historia rians, etc. and hosted, whe sible, by producer Allen, a his nation-wide tour for the

Plan Garbo in W

HOLLYWOOD, June 8. Garbo, gowned as she was w red in "Queen Christina" f in 1933, will be "present" at miere presentation of the H Motion Picture and Televisi um plans and exhibits June Screen Directors Guild The

A wax figure of Miss Garb by Katherine Stubergh will of the exhibits depicting days of the motion picture which will be placed beside electronic equipment of tele

tional
e-Selling

REMICK as she appears on
cover of "Life's" June 6
presses us as the epitome of
merican Girl.
' visited Lee, her husband Bill
, TV producer-director, and
by Kate in their New York
apartment which is reported
same issue. At home "Life"
er relaxed, intelligent, humo-
d the very model of a proper
an matron.
ound her to be natural with-
ace or any indication of thea-
. On the screen she plays her
the hilt and is a splendid
Her latest film is "Wild River"
by Elia Kazan, who is deeply
ed with her performances.

•

esso Bongo," the Continental
rring Laurence Harvey, is
ended to readers of "McCall's"
ue by Richard Marek.
opinion the remarkable thing
Expresso Bongo" is its lack of
cism and strict adherence to
thout sentimentality. Though
musical comedy, it is almost
believable.

•

torial essay on Otto Preming-
xodus" appeared in the May
e of "The New York Times
ne."
dus," Leon Uris novel which
de real for millions of readers
nful birth of the Israeli nation
, is now before the motion
cameras in the very locales
k covers.
Newman and Eva Marie Saint,
's stars, are seen enacting a
verlooking the valley of Jezreel
ifa. The steamship "Exodus" is
nping under her own power, ar-
jammed with Jewish refugees
the harbor at Haifa.
dus" will have its premieres
the Christmas Holidays in New
hicago and Los Angeles.

•

four column story appearing in
ancial section May 29 issue of
ew York Times," Robert Alden
ed how Joe Levine president of
y Pictures, advertises, exploits
blicizes his films.
cules Unchained," Levine's
ilm, will open simultaneously
theatres in the New York met-
n area. The article describes
ally how Levine uses maga-
TV, radio, newspapers and out-
isplays to create a huge audi-
r these theatres. This type of
gn is used in key cities through-
nation. It is the first time to
wledge that the financial editor
"N.Y. Times" was sufficiently
sed with a motion picture cam-
to devote space to it in the
al section.

•

ictorial story in sparkling color
he Rat Race" appeared in the

May 29 issue of Sunday magazine of the "New York Daily News." In one of the photos Tony Curtis is pouring a bucket full of water over Debbie Reynolds' head in an awkward attempt to help her wash her hair. This Paramount film is having its New York premiere at Loew's Capitol.

•

Ruth Harbert was so well pleased with "Song Without End" that she devoted her entire monthly space to a most complimentary review of this new film.

Walter Haas

Bows of 'Ruth'

(Continued from page 1)

dation; Cincinnati, Judge Benj. Schwartz Foundation; Denver, Boy's Town of Italy; Houston, Lighthouse for the Blind; Kansas City, Sisterhood Temple Kehilath Hospital; Memphis, Junior Chamber of Commerce; Milwaukee, Variety Club's Epilepsy Clinic.

Also, Philadelphia, Cystic Fibrosis Foundation; Pittsburgh, Junior Chamber of Commerce; Portland, Ore., Holy Name Society; St. Louis, Lick Leukemia Guild; San Francisco, The City of Hope; Washington, D. C., Women's International Press Club; Los Angeles, Variety Clubs Crippled Children's Hospital; Wichita, The Art Association; Detroit, The Holy Trinity Combined Corktown Charities; Boston, Kidney Disease Foundation; Indianapolis, World Refugee Benefit Fund; Miami, Miami Herald Fund for Chilean Relief, and many others.

Reception for Copeland

WASHINGTON, June 8.—Allied Artists Pictures' newly formed Informational and Commercial Films Division held a reception and special screening tonight at the Motion Picture Association's headquarters here to introduce Jack Copeland, the division's executive producer, to government, industry and labor leaders. Hosting the affair was Roy M. Brewer, the newly created division's eastern representative.

Among the guests were Turner Shelton, head of the films division of the USIA; Tom Cassiday, in charge of motion pictures; James Davy, director of public relations for the American Legion; Harry Flannery and Al Zaach of the AFL-CIO informational division, and William Schnitzler, secretary of the AFL-CIO.

'Portrait' Beauty Tie-In

Universal Pictures and Seligman and Latz, who operate 350 beauty salons in department stores from coast to coast, have developed a joint promotion on "Portrait in Black." The tie-up is designed around Lana Turner, star of the picture, and the frosted platinum hairdo she wears in the film. Seligman and Latz will feature this Lana Turner-inspired hairdo in their local newspaper advertisements and in counter displays in their salons in the department stores.

First List of Prize Donors for Lodge Fete

The initial list of prize donors for the ninth annual film industry golf tournament and funfest being sponsored by New York's Cinema Lodge of B'nai B'rith at the Ryewood Country Club, Rye, New York, on Thursday, June 16, was announced yesterday by Martin Levine, chairman of the tournament, and Marvin Kirsch, co-chairmen.

The prize donors include Allied Artists; Altec Service; Broadway Maintenance; Films - Around - the-World; Gilliams and Rubin; Interboro Circuit; Mitchell May, Jr.; Rugoff and Becker; Fabian Theatres; Du-Art Films Laboratories; Embassy Pictures; Donahue and Coe; Armco Cooling and Ventilating; Broadcast Music; Century Theatres; Loew's Theatres; United Artists Corp.; Universal Pictures Co.; Cinema Circuit; George J. Waldman, Columbia Pictures; The Ebenstein Corp.; Carbons, Inc.; Gevaert Company of America; Dominant Pictures; Brandt Theatres; Coca-Cola Co.; National Theatre Supply; Alexander Smith, Inc.; Air France; Monroe Greenthal Co.; *New York Daily Mirror;* Astor Pictures; American Seating, and Buena Vista Films.

Foursomes Well Gifted

William J. German has posted the prizes for the foursome winners, and National Screen Service for the foursome runners-up.

Minimum Pay

(Continued from page 1)

ly covered would be put under a minimum of $1 in the first year, $1.05 in the second, $1.15 in the third, and $1.25 in the fourth. Newly covered employees would continue exempt from overtime pay provisions in the first year, and would receive premium pay after 44 hours in the second, 42 in the third, and 40 hours in the fourth and subsequent years.

Legion of Decency

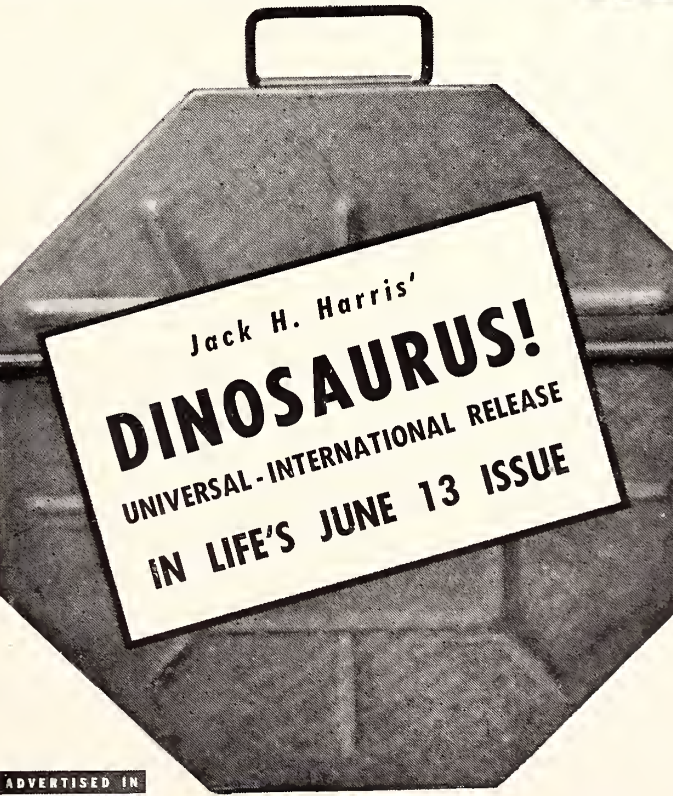
(Continued from page 1)

semi - documentary film involves blatant violations of Judaeo-Christian decency. This treatment, whose excesses are further compounded by sensational exploitation, renders the film morally unacceptable in a mass medium of entertainment. The film does not bear the Code Seal of Approval of the organized American motion picture industry."

Put in Class B, "Psycho" was objected to for its "sensational use of sex and excessive violence, which partially mar the development of the story." These are considered "to be entirely lacking in dramatic justification and to be highly objectionable." In addition, "Leech Woman" was put in Class B for its "low moral tone and excessive brutality."

In Class A, Section 1, is "The Story of Ruth," and in Class A, Section 3, "Music Box Kid" and "Virgin Island."

THE BIG ONES ARE ADVERTISED IN LIFE



ADVERTISED IN LIFE THE BIG ONE IN MOVIE SELLING

Who's Where

Frank V. Bremer, a veteran of more than 50 years in the broadcasting field and a consultant to WNTA-TV and WNTA Radio for the past two years, has announced his retirement. He was honored by the NTA stations at ceremonies last week at Newark, N.J., where he was presented with a plaque by **Ted Cott**, vice-president in charge of NTA owned and operated stations.

☐

Edward Bleier, account executive in the ABC Television Network sales department, has been named vice-president in charge of daytime sales, it was announced by **Oliver Treyz**, ABC-TV president.

☐

Jack L. Van Volkenburg, formerly president of CBS Television has joined M-E Productions as president, it was announced by **C. Terence Clyne**, chairman of the TV-radio affiliate of McCann-Erickson, Inc., and vice chairman of McCann-Erickson Advertising (U.S.A.).

☐

Independent Television Corporation has named **Wallace L. Hutchinson**, western division sales manager, **Alvin E. Unger**, vice-president in charge of syndication, announced. Hutchinson replaces **John Serrao**, who has resigned to accept another position.

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

A FAST-MOVING and dramatic 90-minute version of the 26 episodes of NBC's "TVictory At Sea" will be presented Saturday, Dec. 3 (9:30-11 P.M.) This should prove to be an all-time classic and we predict that leaders of education both here and abroad will seek permission to embellish their film libraries and make good and frequent use of this item. . . . Ray Eberle, Teresa Brewer and the Page Cavanaugh Trio will guestrill Sun., June 19 on "Startime, U.S.A." . . . Lunching yesterday with Leo (Sid Caesar producer) Morgan, Charlie Sanford and Bob Dulman, we mentioned the fact that most performers working in Las Vegas wound up with less after the engagement—and how did Sid make out? "Believe it or not," answered Morgan, "Sid didn't gamble away a penny and as for me, I submitted to the temptations of the Goddess of Chance—and *won fourteen dollars*." . . . Maestro Paul Lavalle, whose Cities Service Band of America was an NBClick for a decade or so, has been named music supervisor and director for Freedomland which opens June 19. . . . A new 13-week series of quarter hour telefilms, Off To Adventure, will preem next Sunday morning at 8:15. Produced by Rev. E. C. Parker, the series is intended to teach understanding of other peoples by American children. The interesting and moving program is distributed by the National Council of Churches of Christ and was filmed in Africa. . . .

☆ ☆ ☆

Dick ABClark will be grand marshal for the California Beauty Pageant to be held at Santa Monica, June 19th. . . . ABC-TV will embark on a round-the-world tour and in collaboration with the National Geographic Society, The Royal Dutch Museum, the Smithsonian Institute and the U.S. Nat'l Academy of Sciences, will film a series titled "Expedition" which will be seen Tuesdays (7-7:30 P.M.) starting Sept. 20. Sponsored by the Ralston Purina Co.

CINEMA LODGE
B'nai B'rith
9th ANNUAL
FILM INDUSTRY
GOLF
TOURNAMENT
RYEWOOD COUNTRY CLUB
RYE, NEW YORK
THURSDAY JUNE 16th

Write — 229 West 42nd Street
or call LO 5-4566

$20 GOLF, LUNCHEON, DINNER

$15 GOLF & LUNCH ★ $10 DINNER ONLY

GALA PRIZES

Everybody Welcome!

UNLESS TICKET IS PURCHASED PRIOR
TO DATE, COST WILL BE $25.

Color TV in Britain Seen Unlikely for Years

By WILLIAM PAY

LONDON, June 6 (By Air Mail). —Colour TV in Britain is unlikely for several years and a change-over from the present 405-lines system to the Continental 625-lines are the main recommendations of the Government's Television Advisory Committee report on the future of British television.

The report says: "We think that future television development should be on the basis of a fully compatible colour system in which colour transmissions can be received in monochrome on a monochrome receiver and monochrome transmissions on a colour receiver. Present technical and economic limitations make it undesirable to introduce a colour television system in the near future."

Urge 625-Lines System

It further advises that when colour programmes start they should be put out on the new 625-lines system.

Another outcome of the report is that there will not be another programme channel in operation here—BBC or ITA—for at least five years.

The Government is now to set up another committee to act on this report but its findings are not expected for two years.

McLaughlin Joins WB

The appointment of David G. McLaughlin as sales manager for television in Canada for Warner Brothers Pictures Distributing Co., Ltd., of Canada, has been annou
Haskell M. Masters, vice
and general manager. M
will headquarter in Toronto

Guild Parle

(Continued from page 1

early settlement that will rev
tivity in the production of fi
television use.

Negotiators for the Associa
Motion Picture Producers a
Screen Actor Guild resumed t
day on a new contract or pl
television.

Informal talks between AM
representatives of the screen br
WGA are planned for tomo

Lippert, Karp in I For 'Little Shephe

From THE DAILY Burea

HOLLYWOOD, June 8. –
L. Lippert, liaison between As
Producers, Inc., and 20th C
Fox, in a deal completed wit
mount's production chief, Jac
has purchased all rights to t
Fox, Jr., novel, "The Little S
of Kingdom Come," which in
screenplay by Barre Lyndon.

Lippert, reportedly paying
largest, but undisclosed, sums
expended for a story prope
the film will be made in Cine
and color, and will mark A
Producers most ambitious ef
its largest budget to date.

Was Done in Silent Da

The story was originally fi
Samuel Goldwyn, with Jack
as the star, and later by First
al with Richard Barthelmess
starring role.

Six National Tie-I To Promote 'Apart

United Artists has set six
merchandising promotions
more than 100,000 retail ou
the Mirisch Company's "Th
ment" keyed to regional pre
June and July. In addition, U
merchandising tie-ups with
department stores and real e
velopers spotlighting the film
contests and home furnishi
plays.

The major merchandising t
clude The Diners' Club, Par
Remco Toys, Arthur Murray
Fedders Air Conditioners an
Calculators.

Heller Dividends

CHICAGO, June 8. – Di
Walter E. Heller & Compa
declared regular quarterly
on the company's common
classes of preferred stock.
dends are 35 cents a shar
common stock, $1 a share
per cent cumulative prefe
$1.37½ a share on the 5½
cumulative preferred stock.
dends are payable June 30
holders of record at the clos
ness June 20.

All
News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

, NO. 112 NEW YORK, U.S.A., FRIDAY, JUNE 10, 1960 TEN CENTS

ORIAL

bitors Turn roduction

By Sherwin Kane

ITION interests appear to n dead earnest in their in- on to bring about an increase umber of pictures coming to The pledging of $2,000,000 ve national circuit companies reported pledging of at least million dollars by leading in- nt circuit operators in all parts country is evidence that the portant exhibition interests are ed to do something about luct shortage of which they en complaining for so long.

merican Congress of Exhibi- d to convince top executives r companies of exhibition's additional product without The memory of program pic- yed by only one-half or one- theatre possibilities, and the losses to producers, are too the memories of the produc- ibution companies' top execu-

•

are for the present, at least, ed to a policy of concentra- ewer pictures, with emphasis ty rather than quantity, and tside producers contributing those.

ust assume there is sound reasoning behind the major es' production policy. United Universal, 20th Century-Fox, a, all stayed with volume pro- -including the modest pro- ture—for as long as they could at course.

•

of them, it is no secret, de- rom it reluctantly and only rning exhibitors they would other choice but to abandon on of the modest-budgeted for concentration on "fewer r" ones if theatre support for of product did not improve ally.

ver, the exhibitor's problem is eal for all that.

vitch from volume production empt to achieve quality more ly has benefited most pro- stributors. However, even tended runs, those pictures t accounted in full for the

Continued on page 2)

Broadway Legit Pact Will Aid Film Houses; See Drive to End Ticket Tax

With the settlement of the week-long Broadway theatre strike, business at the first run motion picture theatres in the Times Square area is expected to return to normal following a steady decline during the period of the dispute between Actors Equity and the League of New York Theatres.

Terms of the agreement reached last night on a four-year pact were the establishment of a pension plan, which had previously proved a stumbling block to settlement. City Labor Commissioner Harold Felix, in a statement issued at the request of both sides to the dispute, stated that both

(*Continued on page* 8)

DuMont-Fairchild Merge Meetings on June 30

Stockholders of Allen B. Du Mont Laboratories will vote on a merger of the company with Fairchild Camera and Instrument Corp. at a special meeting June 30, in lieu of the postponed annual meeting.

The Du Mont holders, of whom Paramount Pictures is the largest individual stockholder with 634,400 shares, or 27 per cent of the total outstanding, also will elect directors at the meeting. Nominees for reelection

(*Continued on page* 3)

Balaban, Zukor, Other Para. Officers Renamed

Barney Balaban, president; Adolph Zukor, chairman of the board, and all other officers of Paramount Pictures yesterday were unanimously reelected at a meeting in New York of the company's board of directors.

The other officers re-elected were: Stanton Griffis, chairman of the executive committee; Y. Frank Freeman, Paul Raibourn, George Weltner,

(*Continued on page* 3)

House Unit May Agree On Wage Bill Today

From THE DAILY Bureau

WASHINGTON, June 9. – The House Labor Committee has moved more quickly than expected toward agreement on a new minimum wage law. The group hopes to be able to complete action tomorrow, if it is able to meet. It will order a clean bill, embodying changes made by the com-

(*Continued on page* 8)

WGA Talks Continuing On TV and Film Fronts

From THE DAILY Bureau

HOLLYWOOD, June 9. – The Writers Guild of America negotiators have been busy on the motion picture and television fronts today in an effort to close the gaps of disagree-

(*Continued on page* 8)

House Commerce Unit Advances Bill to Strengthen FCC Control Over Broadcasters

From THE DAILY Bureau

WASHINGTON, June 9.—The House commerce committee has approved a bill that would strengthen Federal Communications Commission control over broadcasters. Chairman Oren Harris (D., Ark.) explained that the group had not included federal regulation of networks because this—which he favors—belongs in a separate measure. Rep. John Bennett (R., Mich.) said, however, that he will try to have network regulatory power written into the bill when it comes to the floor.

The bill authorizes FCC to suspend broadcasting licenses for up to 10 days and to impose a fine of up to $1,000 if its regulations are violated. It would ban so-called license payoffs, where an applicant for a broadcast license pays a competitor to withdraw his application. It would also enable FCC to issue station licenses for periods shorter than the now-customary three years. The measure also would require notices of FCC hearings in the affected locality, as well as in Washington.

Criminal penalties—up to 1 year in jail or a fine of $10,000—would be authorized for "payola" and quiz riggings.

Supplementary

SMPTE Takes Over MPRC's Film Tests

Says Action Recognizes Need to Continue Program

The Society of Motion Picture and Television Engineers will take over the motion picture test film program formerly handled by the Motion Picture Research Council and recently dissolved, it was announced by Dr. Norwood L. Simmons, SMPTE president.

In taking this action, he said, the Society and MPRC recognize the need of continuing this program of service to engineers concerned with the production and exhibition of motion pictures. Through the cooperation of the MPRC the scientific equipment and data used in this program is being made available to the SMPTE.

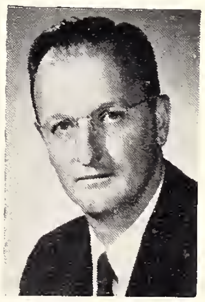
The MPRC went out of existence several months ago when major com-

(*Continued on page* 2)

Simmons to Succeed Huse at Eastman Kodak

Special to THE DAILY

ROCHESTER, N. Y., June 9. – Emery Huse, who for more than 30 years has headed Eastman Kodak's technical services to motion picture film producers and laboratories in the Hollywood area, has announced his plans to retire June 30. He will be succeeded as manager of the West Coast division of Kodak's motion picture film department by Norwood L. Simmons, who has been assistant manager of the division.



Norwood Simmons

Huse is widely known for his many

(*Continued on page* 8)

TELEVISION TODAY—page 6

PERSONAL MENTION

B. G. KRANZE, vice-president of Cinerama, Inc., left New York yesterday for London and Stockholm.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant, Bernard Levy, have returned to New York following two weeks in the Middle West.

•

Paul Kamey, Universal Pictures Eastern publicity manager, will leave here at the weekend for Boston.

•

Robert Dorfman, Buena Vista exploitation manager, will leave New York on Sunday for Texas.

•

John E. Keegan, once vacation-time worker in the contract department at Universal Pictures here, and son of John J. Keegan, in charge of the accounts payable department at Universal, will be ordained a Catholic priest tomorrow at Maryknoll Seminary, Garrison, N. Y. He will say his first Mass at St. Sebastian's Church, Woodside, N. Y., on Sunday, June 19.

•

Stanley Kramer, producer, will leave here at the weekend for Europe. He will be joined here by his family shortly and they will return in September.

•

Nico Jacobellis, manager of the Heights Art Theatre, Cleveland, has become engaged to Gabriella Argento, of Verona, Italy.

Myers Warner Bros. Canadian Sales Head

The appointment of Robert E. (Bobby) Myers as the Canadian sales manager for Warner Bros. Pictures Dist. Co., Ltd. of Canada, to serve under the supervision of Haskell M. Masters, vice-president and general manager of the Warner Bros. Canadian subsidiary, was announced by Charles Boasberg, general sales manager of Warner Bros. Pictures and president and general sales manager of the Canadian company.

Myers, associated with the Famous Players Canadian corporation since 1940, has been its eastern division manager since 1958. Before joining Famous Players, he was with United Artists Ltd. in Canada for five years. Myers will make his operations base in the Toronto headquarters of Warner Bros. Pictures Distributing Company Ltd. of Canada. His new appointment will be effective immediately.

EDITORIAL

(*Continued from page 1*)

playing time released by the lesser number of program pictures.

Aggravating this problem is the continuing practice of saving the biggest attractions for the best playing time, which means Christmas, Easter and midsummer. And it's not difficult to understand a sales executive's attitude about sending out his most promising merchandise when the most buyers with the most money are in a spending mood.

Thus it is that exhibitors have come to their "do-it-yourself" deeision.

•

Their production project will not lack for interested observers nor, we feel sure, will it lack for well-wishers in any branch of the industry. For, if it proves itself the answer to the survival and strengthening of any large segment of exhibition, that surely is as good news to production and distribution as to anyone else.

Four Co-Chairmen for TOA Meeting Appointed

The four co-chairmen for the 13th annual convention and trade show of Theatre Owners of America, to be held Sept. 13-16, at the Ambassador Hotel in Los Angeles, were announced bv Albert M. Pickus, TOA president. They are John G. Broumas of Chevy Chase, Md., John H. Stembler of Atlanta, Ga., Howard Kennedy of Broken Bow, Neb., and C. E. Cook of Maryville, Mo.

Heads Maryland Group

Broumas is president of the Maryland Theatre Owners Association, a member of TOA's executive committee, and president of his own theatre circuit. Stembler is an assistant to the president of TOA, and president of Georgia Theatre Company. Kennedy is head of Kennedy Theatres in Nebraska and an executive committee member. Cook, a TOA vice president, is head of his own theatres in Missouri.

'U' Acquires 'S.O.S.'

Universal Pictures has acquired American distribution rights to the Sydney Box Associates Production "S.O.S. Pacific" starring Richard Attenborough, Pier Angeli, John Gregson, Eva Bartok, and Eddie Constantine, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager of Universal.

WB Dividend 30c

The board of directors of Warner Brothers Pictures, at a special meeting yesterday, declared a dividend of 30c per share on the company's common stock, payable Aug. 5, to stockholders of record July 15.

Want Controversy to Spark 'Elmer Gantry'

United Artists allowed yesterday it is spending plenty of money for exploitation and advertising but will rely heavily on controversy and word-of-mouth to publicize "Elmer Gantry," adaptation of Sinclair Lewis' 1927 novel about a not so pious religious revivalist.

Besides the usual radio and press campaigns, the latter of which will be devoted heavily to full-page color teaser ads, the "Gantry" formula will be composed of men on stilts carrying signs stating, "Sinners! Elmer Gantry is Coming!" and further promotion at outdoors sporting events being conducted here.

Seek Heavy Populated Areas

Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation, refused at the home office here yesterday to divulge the nature of the upcoming exploitation at such places as Yankee Stadium, Belmont Park and Yonkers Raceway. But is was learned that UA intends to concentrate on the most heavily-populated areas for shopping and entertainment here.

The picture will be sneak previewed at six theatres here on the same night. This plan is expected to generate talk throughout the city, Lewis said.

The vice-president expects the film to be criticized by religious groups. UA therefore has instituted a policy of allowing children under 16 to see the picture only when they are accompanied by an adult. Following several changes in the print "Gantry" received a "B" rating from the Legion of Decency. Lewis declined to state what specific changes had been made.

TV Spot Drive Prepared

A series of three teaser trailers, which will be programmed at intervals in theatres, will also be incorporated into a TV spot campaign. More than 250,000 posters, displays, sidewalk stencils, stickers, heralds, buttons and streamers will be used here. Already on display is a huge teaser banner in the Long Island Level of Pennsylvania Station.

Richard Brooks, who produced, wrote the screenplay for, and directed "Gantry," will make several appearances around the country with the film. The premiere will be held June 29 at Los Angeles. Locally, "Gantry" will be the next attraction at the Capitol.

Posters for 'Pepe'

Several 40 x 60 posters illustrating the publicity breaks that have been appearing for George Sidney International-Posa Films Internacional's "Pepe," a Columbia Pictures release, have been sent to Columbia exchanges throughout the world.

MPRC Te

(*Continued from page*

panies, members of the Mot
ture Ass'n. of America, decide
continue to make the $70,00
appropriations required to
it. The MPRC was located i
wood.

Extension of Society's Pl

Assumption by the Societ
sponsibility for these Researc
cil test films is a natural exte
the SMPTE's own test film
which has been in existence f
years, serving the needs of e
Norwood said. The Society's
reflect the work of its many
ing committees in establish
needed standards. "They pro
valuable tools in the hands
neers and technicians in assu
optimum performance of mo
ture and television equipm
their associated sound syste
added.

Serve Many Purposes

There are many types of t
and each is designed to serv
more specific engineering nee
provide means of isolating a
ing trouble when a projector
system is not operating corre
will indicate when perform
again within specifications. T
be used to set performance o
in the design of new equipm
they can serve as standard to
spection during production.
vision, these films provide a
source of monochrome and c
signals for lining up the film
system and aid in making th
propection and sound adjustm

William F. Kelley, known
many years of association
MPRC, will assist as a cons
the Society in connection
technical aspects involved in
film program.

Century Units to Fl

Century Projector Corp. has
ed the sale of its JJ-70/35mm
tor system to Wometco's Par
tre, Tampa, Fla.

Additionally, Century's HH
jector system has been acqu
the Cinema Theatres, a Smit
agement operation at Pompan
Fla.

NEW YORK THEA
RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
WALT DISNEY'S 'Pollyan
Starring JANE WYMAN • RICHARD
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO.
In TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HALL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herhert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
Picture Daily is puhlished daily except Saturdays, Sundays and holidays, hy Quigley Puhlishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G
Vice-President; Leo J. Brady, Secretary. Other Quigley Puhlications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time
as a section of Motion Picture Herald; Television Today, puhlished daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Suhscription rates per year, $6 in the Americas and $12 foreign. Single co

ner Stresses Films liddle' Spending

nartest British film producers e who are making solid, expenditure" films, slanting the international market, and ; financing and distribution h American companies, ac- o a man who should know, rreras, managing director of Film Productions, Ltd., of

now what we're making and it better than anyone else," said here this week. If his sounds immodest it was not to be, for he would have ook at the record.

an two years ago, he signed ar contract with Columbia, oution of Hammer films here urope. Columbia also acquir- r cent of Hammer's studios. tract called for delivery of res a year but this year Car- deliver nine.

Aim for 'A' Bracket

ry to hit the "A" bracket pictures, although we spend it $500,000 on each. We ask : is it international stuff?"

er has capitalized heavily on nick picture, the horror film gangster story. The company ling to its director, a "very ial" outfit.

ave a wonderful understand- Columbia. All it asks is that r, and now we're delivering tures than ever. The great e is that 90 per cent of our ect their production costs in "

as cited as examples of the he has found most profitable y's Enemy," "Camp on and," and the current "Brides la," which Universal is dis- Hammer makes one picture r Universal.

kes to 'Keep Plugging'

er's attitude is one of "keep " All pictures are confined n weeks production schedule more than two weeks elapse pictures.

ner never had it so busy," said. "We have our complete n schedule outlined through we're not resting. Next year l to deliver at least nine more o Columbia."

as, who came here from the Clubs International conven- ronto—he was elected second international chief barker— e for London tomorrow.

h Gets 'Escape'

Mirisch Company, in associa- Alpha Productions, has ac- he motion picture rights to eat Escape," non-fiction work Brickhill, dealing with the of Allied airmen held cap- ng World War II in German ft III. The production, to be by United Artists, is set as project to be made by pro- ector John Sturges.

DuMont-Fairchild Talks Set

(*Continued from page 1*)

are: Barney Balaban, Allen B. Du Mont, Armand G. Erpf, Thomas T. Goldsmith, Jr., Oscar Lasdon, Robert A. Maes, Paul Raibourn, David T. Schultz, Percy M. Stewart and Edwin L. Weisl.

The notice of the annual meeting states that the proposed merger with Fairchild has been approved by the board of directors which believes the merger should result in a combined enterprise well suited to take advantage of the opportunities available in the electronic industry.

Wide Variety of Services

"Fairchild is a multi-divisional company producing a wide variety of product lines and services for the military, industry, commerce and graphic arts," which recently added to its diversification with the introduction of its Cinephonic Eight line of sound motion picture cameras and projectors, among other new activities, the notice of the meeting relates.

The postponed annual meeting of stockholders of Fairchild also will be held on June 30, at which time the merger will be voted on. If the merger is approved by both meetings, Du Mont will maintain its identity as a part of the Fairchild group.

Under the terms of proposed merger, Du Mont common stock would be converted into Fairchild common on the basis of one share of the latter for each 15 shares of Du Mont. The latter's 5 per cent cumulative preferred will be convertible on the basis of one share of Fairchild common for each 5.7 shares of Du Mont preferred.

For the 16-week period ended April 24 last, Du Mont had a loss of $476,544 on sales of $4,600,000. For the corresponding period a year ago, it had a loss of $157,000 on sales of $5,980,000.

During the first quarter of 1960, Fairchild had a net after taxes of $801,000 on net sales of $13,838,000, as compared with 1959 first quarter earnings of $385,000 on net sales of $9,735,000. In the past two years Fairchild stock has ranged in price on the American Stock Exchange from a low of 10¾ on Sept. 30, 1958, to a high of 157 on March 31 last. It has paid dividends throughout the past five years, the 1959 dividend having been 50 cents.

Du Mont has paid no dividends since 1952 on the common, and since July 1, 1958, on the preferred. Du Mont has a tax loss carry-over of approximately $8,000,000.

Indemnification Provided

As part of the merger plans, Paramount Pictures has entered into an agreement with Fairchild which provided that if after the merger Fairchild is required to pay liabilities, or expenses connected therewith, arising out of the pre-merger operations of Du Mont (other than liabilities reflected on the Du Mont balance sheet at Jan. 3 last, and certain other liabilities), Paramount will indemnify Fairchild against all such liabilities and expenses in excess of $250,000. Indemnification for income tax liabilities is limited to a maximum of $700,000, to be determined after crediting the accrual on the Balance sheet at Jan. 3, 1960 (approximately $339,000) and any refunds allowed for years ending on or prior to that date.

Talentsville Winners To Be Chosen June 18

Ten semi-finalists in the nation-wide talent search, Talentsville, U.S.A., conducted through the Hi-Fi Club and sponsored by the Coca-Cola Co., will compete on the stage of the Town Hall here on Saturday, June 18, at which time three grand prize winners will be chosen. Each will receive $5,000, or scholarships in that amount. Pat Boone will be included on the panel of judges, which will include some of the country's leading performers.

The three winners in the finals will receive, in addition to their cash or scholarship awards, an audition with a recording company, and they will appear on "Coke Time," June 27, over ABC-TV.

Promotion for 'Song'

NBC-TV's daytime show, "Queen for a Day," will present gift tickets to its contestants to see William Goetz' "Song Without End," the story of Franz Liszt, a Columbia release soon to play the Radio City Music Hall. Twelve tickets will be given out during the coming week, well in advance of the release of the picture.

Para. Officers

(*Continued from page 1*)

Jacob H. Karp and Randolph C. Wood, vice-presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Frederick E. Koehner, comptroller; Russell Holman, Arthur Israel, Jr. and Sidney Justin, assistant secretaries.

On Tuesday at the annual meeting of Paramount stockholders here. Balaban, Zukor, Griffis, Freeman, Raibourn and Weltner were re-elected directors of the company, together with the following: Edwin L. Weisl, A. Conger Goodyear, Duncan G. Harris, John D. Hertz, Earl I. McClintock and Maurice Newton.

'Porgy' in Australia

MELBOURNE, Australia, June 9.—Samuel Goldwyn's "Porgy and Bess" inaugurates its Australian engagements with the opening tomorrow night at the Chelsea Cinema here. This follows a gala formal invitational preview held tonight honoring the famed American classic and celebrating the reopening of the theatre which has been remodeled for this Todd-AO roadshow presentation of "Porgy."

PEOPLE

Frederick F. Kunkel, former manager of Penn Theatre, Pittsburgh, and more recently assistant to **Salah Hassanein**, vice-president of United Artists Theatres in New York, has been transferred to Los Angeles as general manager of the Western division of the circuit. He will be in charge of 16 houses in Los Angeles, Pasadena, Glendale, Long Beach, Englewood and Pomona.

□

Richard Bennett, newly-elected president of the Associate Directors-Stage Managers Council of the Directors Guild of America, has been appointed to the guild's national board of directors. The board has authorized **Frank Capra**, president, to name the committee to set up a method for selecting television awards to be given with film awards for directorial achievement at the annual awards dinner in February.

□

Ernest Pintoff, president of Pintoff Productions, has been invited as a guest of the French government to the International Film Festival in Annecy, Switzerland, from June 7-12.

□

Lou Allerhand, former New York branch manager for MGM and who has been associated since last October with the Island Theatre Circuit, has been named head buyer for the latter company, succeeding **Morty Lightstone**, who has resigned.

□

Thomas Clayton and **Carl Goings, Jr.**, shortly will open their new theatre now in the final stages of construction at Ocilla, Ga.

'Spartacus' Sales Big Before Ad Appears Here

Although the first public advertisement of the Bryna production "Spartacus," released by Universal-International, has not yet appeared in the New York City papers, there have been 34 full-house and 22 partial-house theatre parties sold at the DeMille Theatre for the weeks immediately following the Oct. 6 world premiere.

Jeff Livingston, Universal executive co-ordinator of sales and advertising, said the block pre-selling is the result of a national mailing which included 2,877 women's clubs in New York City, and the efforts of the 14 members of the Theatre Benefit Association, a group which ordinarily concentrates its work in the legitimate Broadway theatre.

In addition to the block sales from theatre party sources, the DeMille Theatre is accumulating a great number of individual ticket orders by virtue of mail order blanks distributed by the theatre staff during the run of its current film.

STEVE REEVES IN "THE LA

Directed by MARIO BONNARD · A CINEPRODUZIONI-PROCUSA-TRANSOCEAN

HE FIERY SUMMIT OF SPECTACLE!

Pompeii! The City That Lived In Sin... And Died In Flame!

SEE! The Shameless Orgy As Drunken Pompeii Abandons Itself To The Goddess Isis!

SEE! The Yawning Jaws Of The Flesh-Ripping Alligator Death Pit!

SEE! The Martyred Christian Thrown To The Gaping Fangs Of Crazed Lions!

SEE! The Slave Girls At The Mercy Of Their Bestial Conquerors!

SEE! The Centurion Colossus In Battle With The Blood-Hungry Beasts!

Co-starring

CRISTINA KAUFFMAN
BARBARA CARROLL
ANNE MARIE BAUMANN
FERNANDO REY · MIMMO PALMARA
ANGEL ARANDA · GUILLERMO MARIN

DAYS OF POMPEII”

n COLOR · SUPERTOTALSCOPE

THRU
UA

Television Today

CBS in Long-Range German, S.A. Deals

Two developments in international expansion activities of the CBS Television Stations Division were announced by Merle S. Jones, president of the division. Jones revealed completion of agreements with Freies Fernsehen GmbH, a West German group interested in the development of a second West German television network. He also said that the CBS Television Stations Division has entered the last stages in construction of television facilities in Buenos Aires, Argentina, for the purpose of expanding its program production activities in South America.

Network Planned

Under the West German agreement the total television experience of CBS will be placed at the disposal of Freies Fernsehen GmbH to assist in forming the West German network. However, this relationship is not intended in any way to impose the American television system on the operators of the West German television network, which is expected to be in operation no later than Jan. 1, 1961.

The West German government is currently installing 30 television transmitters which will initially serve 65 per cent of the nation's population and 95 per cent of the cities above 100,000 in population. Installations will continue until such time as virtually the entire population is served.

Hopes for January Start

Professor Friedrich Gladenback, managing director of Freies Fernsehen GmbH, while visiting CBS officials in New York, stated that subject to approval by the West German Federal Government his company expects to be licensed to operate commercial television in West Germany, including Berlin, commencing Jan. 1, 1961.

The final phase has been reached in setting up complete television production operations in Buenos Aires. In association with Goar Mestre, who in recent years has developed such radio and television properties in Cuba as CMQ and CMBF, the CBS television Stations Division has formed an Argentine corporation, PROARTEL.

Technical Equipment Shipped

During the past two weeks, the CBS Television Stations Division has shipped to Buenos Aires via air freight complete technical equipment for three modern television studios. PROARTEL recently leased a motion picture studio in Buenos Aires and converted it to a television program production plant. The three studios in this complex and all of the related operating areas will begin producing live, film and video tape television programs within the next 60 days.

The necessary dubbing of all television programs to be distributed and exhibited in the Spanish-speaking countries of the world will be handled by these studios and it is also contemplated that PROARTEL will provide the most complete film and video tape television service in South America.

NBC Reports Record Level of Nearly $20,000,000 Daytime Program Sales

A record level of nearly $20,000,000 in new business and renewals was reported in daytime program sales during May on the NBC-TV Network by Don Durgin, vice-president, NBC Television Network Sales.

Of this figure, more than one-third —$7,200,000 in time and program billings—represents new or additional business from a variety of national advertisers for more than 507 quarter hours. Major renewals, representing more than 980 quarter hours, came to more than $12,200,000.

Advertisers placing new or additional business were General Mills, Inc., Knox Gelatin Company, Thomas Leeming & Company, Inc., Mentholatum Company, Plough, Inc., Procter & Gamble Company and the Purex Corporation Ltd. Renewal purchases were from Alberto-Culver Company, Lever Brothers Company, Miles Laboratories, Inc., and Procter & Gamble.

"The NBC-TV daytime rating performance and cost efficiency are contributing strongly to this sales upturn," Durgin said.

SAG's TV Residuals Valued at $615,000

From THE DAILY Bureau

HOLLYWOOD, June 9. — The Screen Actors Guild today split a "melon" worth $615,000.

John L. Dales, national executive secretary, announced that checks totalling this amount were mailed to approximately 1,800 guild members in payment for television exhibition of 82 post-1948 RKO theatrical features distributed in video by Matthew Fox through the C & C Television Corp. and C & C Super Corp.

Under the agreement signed with Fox in 1957, payments have been made at rate of $17,083 per month.

The formula under which the money is being distributed was adopted by the Guild board with aid of an IBM "electronic brain" and guild's Certified Public Accountants. In arriving at formula, the board set a minimum floor of one-half of one day's pay of the then-existing minimum-per-picture for each and every actor appearing in the pictures, plus approximately six per cent of the actor's original earnings in the picture.

NAB Board to Meet In D. C. Next Week

From THE DAILY Bureau

WASHINGTON, June 9. — The 43-member board of directors of the National Association of Broadcasters will meet here next week to receive reports on NAB activities and to chart the Association's course for the next six months. Legislative and regulatory proposals affecting broadcasting, further strengthening of industry self-regulation, and public relations activities for both radio and television will be among the subjects taken up by the board.

The board meetings will begin next Wednesday with an all-day session of the television board. Chairman of this Board is W. D. "Dub" Rogers, president, station KDUB-TV, Lubbock, Tex. Dwight W. Martin, chairman of the board of Station WAFB-TV, Baton Rouge, La., is vice chairman. Both were elected by the board at a special meeting at the NAB annual convention in Chicago on April 5.

The radio board, which will meet Thursday, will elect a chairman and vice chairman at that time. The entire day has been set aside for the radio board.

On Friday, the two boards will meet as the board of directors to act on matters jointly affecting radio and television. Among these will be a report by C. Howard Lane, vice-president and managing director of KOIN-TV, Portland, Ore., and chairman of the NAB selection committee. Lane will report on his committee's continuing search for a successor to Harold E. Fellows, late NAB president. As part of this effort, the selection committee will meet here next Thursday.

ABC-TV Sets 'Surfside' For Fall Programming

"Surfside Six," a new dramatic adventure series set in Miami Beach, is fully sold for the 1960-61 season and will premiere on the ABC-TV network Monday, Oct. 3, from 8:30 to 9:30 P.M., New York time.

Sponsors for the Warner Brothers-produced series are Brown & Williamson Tobacco Co., Whitehall Laboratories Division of American Home Products Corp., Johnson & Johnson, the Pontiac Motor Division of General Motors Corp., and Cluett, Peabody & Co.

McCarthy Welcomed New President of T

John G. McCarthy, former d
of the U. S. Office of Econom
fairs, this week assumed presi
of the Television Programs
Association at a membership lu
held at the Gotham Hotel.

Merle S. Jones, president,
Films, Inc., and acting presid
TPEA during its organization
presided at the luncheon. Welc
McCarthy to his new position,
said. "The members of TPE
vitally interested in solving
problems facing American pro
of television programs in reg
foreign sales, and based on t
terest shown to date will devote
time and energy to the Associ

Statement by McCarthy

Accepting his new duties,
Carthy stated: "There is ple
room for competition among the
bers of TPEA, and by worki
gether on specific export proble
can advance the interest of all
bers."

McCarthy listed among hi
duties that of building a ref
library on foreign markets f
benefit of TPEA members. He
that he hopes to visit key f
markets on TPEA's behalf in th
future.

Attending the luncheon besid
Carthy and Jones were the fol
officers of TPEA: George M
general counsel to the Assoc
Herbert L. Golden, United
secretary-treasurer of the Assoc
Sidney Kramer, National Telefil
sociates, Inc., vice-president of

Celler Sics FCC on RCA-NBC Station S

From THE DAILY Bureau

WASHINGTON, June 9. —
man Celler (D., N.Y.) of the
judiciary committee says that th
lic interest requires that the F
Communications Commission m
searching inquiry into NBC's p
acquire TV stations in Bosto
San Francisco.

Celler wrote FCC chairman
erick W. Ford, emphasizing th
Justice Department's decision
object to these acquisitions und
recent RCA-NBC anti-trust c
judgment "does not diminish"
"separate and distinct responsib
in this matter.

Recalls 1957 Finding

Celler, who is also chairman
House anti-trust subcommitte
minded Ford that in 1957 this
had unanimously concluded tha
was "derelict in its responsi
when it approved, without h
the NBC-Westinghouse swap
tions in Philadelphia and Clev

Celler also stated that FCC
examine in detail the alleged
spiracy by NBC and RCA to a
TV outlets in five of the co
eight top markets. He asked F
keep the subcommittee appris
all developments in the matter.

QUIGLEY PUBLICATIONS

IN THE SERVICE OF THE AMERICAN MOTION PICTURE INDUSTRY THROUGHOUT THE WORLD FOR 44 YEARS

MOTION PICTURE HERALD

Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres — original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Theatre Vending — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY

Spot news coverage of the motion picture industry — and of telecasting in *Television Today* — with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC

Who's-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC

Statistical annual of the television and radio industry — a complete reference book on its companies, activities, personalities.

FAME

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.

B'way Strike

(*Continued from page* 1)

Equity and the League through its membership and the membership of all other unions serving the theatre interests, have determined to seek relief from the 5 per cent theatre tax now in effect. Such elimination, it was pointed out, would provide the theatres with more than enough funds to pay for the pension plan which has been granted to Equity and which had become a stumbling block in the negotiations between the two organizations.

Film industry lawyers have offered the opinion that if the tax were eliminated for the legitimate theatres it would have to be eliminated from motion picture theatres as well.

On All Amusements

Industry attorneys said the tax is an admissions tax on all forms of amusements and that they did not see how it could be repealed for legitimate theatres and not for all other forms of public entertainment to which an admission is charged. Otherwise, they said, the tax would be discriminatory and could be legally attacked on that basis.

Circuit officials have said they are unable to estimate accurately how much the tax costs city film theatres, noting it applied only to admissions over $1. Unofficial estimates were that it would amount to "several hundred thousands annually."

'Why Must I Die?' Cited At Mannheim Festival

From THE DAILY Bureau

HOLLYWOOD, June 9. — American International Pictures "Why Must I Die?" starring Terry Moore and Debra Paget has been awarded a special certificate of recognition and merit of the Mannheim Film Festival in Mannheim, Germany. The company officials have received notification from Herbert Luft, production executive for Viscount Films, who took the film to Germany.

The Viscount Films-Terry Moore Production was produced by Richard Bernstein with Richard Duckett as executive producer, and directed by Roy Del Ruth.

Louisiana Likes 'Wild'

Elia Kazan's "Wild River," in its first opening day in four Louisiana theares, is reported to be outgrossing "Journey to the Center of the Earth" and "Sink the Bismarck." In New Orleans, at the Saenger Theatre, it did $1,835, compared to "Bismarck's" $1,437, and "Dog of Flanders," $696. In Jackson, at the Paramount, "River" hit $926 to "Journey's" $969, and "Flander's" $849. In Baton Rouge, at the Paramount Theatre, it was $1,020, to "Five Gates to Hell's" $994, and "Journey's" $1,138. In Shreveport, at the Strand, "Wild River" reached $738 to "Flander's" $700, and "Best of Everything's" $500.

Stevens Sees 50-Year Exhibition Span For 'Greatest Story;' To Film in U. S.

By SAUL OSTROVE

George Stevens is designing "The Greatest Story Ever Told" as a "project for the future," hoping the 20th Century-Fox picture planned for release in about 18 months will have an active exhibition life over the next 50 years.

Here yesterday with his son and associate producer, George, Jr., Stevens said he would try to make the definitive picture on the life of Christ but conceded that several films akin to his could be made simultaneously without being competitive. Stevens is both producer and director of the picture.

Ten million dollars is what he plans to spend to bring together "the most elaborate group of name players ever to appear in a film." In reply to a question, he said the use of name players—those seen often in major pictures—would not destroy the dramatic illusions he would try to create. Stevens would not identify performers with whom he is negotiating but he implied that a score of major players assured him they would be delighted to participate in roles small or large.

Although he and his staff returned recently from an exhaustive research tour of the Middle East, the director plans to shoot the entire film in the U.S., in western locales never used before. The project will begin at the end of the year, to be done in Todd-AO.

Stevens said that if the film is to succeed it must be given the finest production, distribution and publicity-advertising treatments by Fox. "Imaginative harmony" is what he termed it. He is convinced it will please people of all faiths. Stevens will not decide on a writer for the picture until some time next week.

Nor is he concerned that Samuel Bronston's "King of Kings" will reach the screen before "The Greatest Story Ever Told." "We've always faced this sort of problem before," he said.

Allied Asks Columbia Supply Trailers Free

From THE DAILY Bureau

WASHINGTON, June 9. — Allied States Ass'n., through its emergency defense committee, today called upon Columbia Pictures to issue a "clear statement" as to whether the company will or will not charge for its trailers and accessories when it assumes distribution of them in the fall.

Exhibitors have received a form called "statement of intention" from Columbia, according to EDC, asking them to return it and indicate whether they plan to use the service Columbia will now provide. "The Columbia letter omitted any mention of the amount of the charge, if any, which would be made for either the trailers or the accessories," the Allied bulletin adds.

Admits Past Generosity

EDC suggests that Columbia may have intentions of making the materials available to its customers without charge. "Such speculation is not far fetched," it says, "for Columbia has for years given generous advertising allowances to city first-run theatres."

The Allied group says it has "long contended that the film companies should supply the advertising materials on all engagements, regardless of how the film rentals are paid, because in the present state of business the success of every engagement is a matter of grave concern to both distributor and exhibitor.

Columbia Says It Will Charge for Trailers

A Columbia spokesman said here yesterday that the company "will charge for those services which have traditionally been sold to exhibitors."

WGA Talks

(*Continued from page* 1)

ment and put their members back to work.

Informal talks were being held with representatives of the Association of Motion Picture Producers to iron out the "reinstatement" demands by WGA, with Karl Tunberg's producer-writer pact at Warner Brothers reportedly the main hurdle before reaching complete agreement.

A source close to WGA indicated that the guild and the Alliance of Television-Film Producers, meeting since early morning, are bargaining in an atmosphere of near agreement.

The guild is reportedly withholding any action of its "status quo" deadline with the independent TV film producers until its strike settlement talks with the Alliance have been concluded.

House Committee

(*Continued from page* 1)

mittee, and then either vote to report the measure favorably or agree to meet for a formal favorable vote early next week.

The clean bill will include the specific exemption of motion picture theatres from the minimum wage bill that was presented to the committee by Reps. Roosevelt (D., Calif.) and Dent (D., Pa.).

The committee decided tentatively to bring the minimum wage gradually up to $1.25 hourly. The minimum will be hiked to $1.15 this year and by five cents each year until $1.25 is reached. Newly covered workers will start with a $1 minimum, and rise at the rate of five cents hourly each year.

Rites for Mrs. Hoffman

MIAMI, June 9.—Funeral services have been held here for Mrs. Margaret Hoffman, 77, at one time an actress in the silent-film days. Mrs. Hoffman later became a registered nurse, residing in Miami since 1935.

N.L. Simmo

(*Continued from page* 1

contributions toward improv more uniform technical qu Hollywood films. He was sent dak to Hollywood in 1928 at t sound was being introduced tion pictures. Sound movies r higher and more uniform co film handling and processin Huse helped Hollywood tec obtain this control. In addit helped with the introduction tinuous film processing proce that time.

During the 1930s Huse thorough study of black-an film duplicating methods. Hi by establishing more precise helped the Kodak Research tories develop improved du films. Huse also helped to methods for the chemical an film processing solutions.

Another milestone during career was the introduction man Color Films in the earl Technical service under Hu rection played an important gaining widespread accepta the new color motion pictur

Simmons has been a membe West Coast division of Koda tion picture film departmen 1941. He became chief engi the division in 1954 and manager in 1957.

He joined Kodak in 1937 a ing the four years prior to h to Hollywood he was associat the company's film manufactu erations in Rochester.

Simmons is currently presi the Society of Motion Pict Television Engineers.

Eugene V. Klein N NTBT Vice-Chairm

From THE DAILY Burea

HOLLYWOOD, June 9. board of directors of Nationa tres and Television, Inc., has Eugene V. Klein vice-chair the corporation.

Klein, who has been a dir NT&T since Feb. 17, 1959, sume his new duties immediat is chairman and president of Savings and Loan Associati Valley, Calif., and chairman San Fernando Valley Bank.

Sign Order for AB To Acquire Drive-

An order allowing America casting-Paramount Theatres quire the Motor-Vue Drive-Salt Lake City was signed y in New York Federal Court b Edmund L. Palmieri, the petit ing satisfied the court that the tion would not unduly restra petition.

The order stated that the shall not be operated by AB-P of its subsidiaries on a first-ru picture basis except for films on a multiple first-run basis area.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 113 NEW YORK, U.S.A., MONDAY, JUNE 13, 1960 TEN CENTS

t Today

Ask MPI to in ACE in w Producing

Consolidation of bitor Endeavors

Special to THE DAILY

SAS CITY, June 12. — The lity that Motion Picture In- may alter its policy in favor centrating with the American ss of Exhibitors and other thea- ners organizations on means of ing film production is expected explored here today at the an- eeting of M.P.I.'s stockholders. . Fabian, chairman of ACE, is led to come here from New o address the M.P.I. meeting resumably, discuss the advisa-

(*Continued on page* 2)

MA, TEDA to Join in Trade Show

(Picture on Page 3)

Theatre Equipment and Supply acturers and the Theatre Equip- Dealers Association are joining e Theatre Owners of America, staging of a motion picture in- trade show, to be held in con- n with TOA's 13th annual con- at the Ambassador Hotel in ngeles from Sept. 13-16 inclu- is was announced at the week- a joint statement by Albert M. TOA president and Lee Jones, an of the TESMA board of di-

big exposition, originally un-

(*Continued on page* 3)

MPEA Officers Are amed; One Added

Motion Picture Export Associa- America board of directors at ual meeting late last week, in n to reelecting all incumbent for the ensuing year, elected n H. Fineshriber, Jr., vice- nt.

shriber joined the Association

(*Continued on page* 4)

ISION TODAY—page 4

Columbia 39-Wk. Net Is $534,000

Columbia Pictures had a net profit of $534,000 for the 39 weeks ended March 26, it was reported at the weekend by A. Schneider, president. This compares with a net of $275,000 for the 39 weeks ended March 28, 1959, which included $2,622,000 representing the profit on the sale of the company's laboratory facilities at the West Coast.

For both 39-week periods no federal income tax was required, based on the

(*Continued on page* 4)

Producers to Contribute $600,000

WGA Strike Is Ended; 3½-Year Pact Drawn

Pensions and Welfare Fund Provided; Guild Foregoes Toll-TV Payments

By SAMUEL D. BERNS

HOLLYWOOD, June 12.—The five-month-old strike of the Writers Guild of America against the theatrical film producers ended here late Friday when representatives of the Association of Motion Picture Producers and the WGA came to terms with a new, three-and-a-half year contract. The pact will become effective on the date that the strike officially ends. The WGA expressed its intention to hold a membership meeting immediately for ratification.

Highlights of the agreement include:

¶ Minimum salaries increased 10 per cent for the first two years of the contract and an additional 5 per cent for the remaining period.

¶ Separate pension, health and wel-

(*Continued on page* 4)

Allied Warns Exhibitors Against Return of Blind-Selling; Urges Fight

From THE DAILY Bureau

WASHINGTON, June 12.—Should there be evidence of a movement on the part of distributors to require bidding for pictures before they have been trade shown, exhibitors should resist it by any means available, Abram F. Myers, Allied States chairman and general counsel, advises in a membership bulletin sent out last week.

The bulletin reports that complaints have been received from exhibitors that Paramount asked for bids before screening "The Bellboy" and "Psycho," and 20th Century-Fox has done the same with "The Story of Ruth." It relates that exhibitors are accepting Paramount"s explanation that the release date for "The Bellboy" had been set prior to the actual completion of the picture, but that "no acceptable explanations have been offered" with respect to "Psycho" and "The Story of Ruth."

The bulletin notes that Paramount insists there should be no screenings of "Psycho" before the regular thea-

(*Continued on page* 6)

Stage Attorney Argue City Could Eliminate Legitimate Theatre Tax and Keep Film Tax

Attorneys identified with the legitimate theatre disagreed on Friday with the views of some motion picture attorneys that the City of New York would be unable to eliminate its five per cent tax on admissions to legitimate theatres without removing it from motion picture theatres and other amusements.

To help settle the dispute between Actors Equity Assn. and the League of N.Y. Theatres, which closed 22 legitimate theatres for 12 days, Mayor Wagner promised that he would have the city controller look into the possibility of removing the tax from legitimate theatres with the money going instead into an actors pension fund. The strike was settled last week with theatres scheduled to reopen tonight.

Some film attorneys contended that if this were done the city tax would have to be eliminated from motion picture theatres and other amusements also, or it could be challenged in court as discriminatory.

Legitimate theatre attorneys retorted that "reasonable classifications" may be exempted from an admissions tax without involving discrimination against others. They cited cities like London and Paris which tax motion picture but not legitimate theatres.

Apprised of this view, film attorneys insisted that if it were done, motion picture theatres would have a case and very likely would find it worth testing in the courts.

Chandler Heads SAG; Ames Vice-President

From THE DAILY Bureau

HOLLYWOOD, June 12. — By unanimous vote, the board of directors of the Screen Actors Guild has elected George Chandler as president of the Guild, succeeding Ronald Reagan who resigned a few days ago because he is entering into production activity. To succeed Chandler as treasurer of the guild, board elected Leon Ames, also by unanimous vote. They will serve until the guild's annual election next November.

Chandler became a member of

(*Continued on page* 6)

House Unit Frees Film Theatres from Pay Bill

From THE DAILY Bureau

WASHINGTON, June 12. — The House Labor Committee, continuing its closed-door deliberations on a new minimum wage law, has formally agreed to the Roosevelt (D., Calif.) and Dent (D., Pa.) amendment which exempts motion picture theatre employees from the law.

PERSONAL MENTION

ROBERT S. TAPLINGER has arrived in Madrid from New York. He will return here later this week.

•

F. J. A. McCarthy, Universal Pictures assistant general sales manager and sales director for "Spartacus," and Jeff Livingston, executive coordinator of sales and advertising, will return to New York today from Indianapolis.

•

Mrs. David Golding, wife of the Panama-Frank production company's advertising-publicity head, gave birth to a son, the couple's third, in Hollywood on Friday.

•

Mrs. Frank Weitzel, associated with her husband in independent buying and booking in Cincinnati, is recuperating at her home there following confinement in Jewish Hospital.

•

Paul Kamey, Universal Pictures Eastern publicity manager, will return to New York today from Boston.

•

Kim Novak left New York on Saturday for the Coast, where she will rest for two weeks before returning here for the June 29 premiere of "Strangers When We Meet" at the Criterion Theatre.

U.A. Stockholders Meet Here Tomorrow

United Artists will hold its annual stockholders meeting at the Astor Theatre here tomorrow at 10:30 A.M. Principal business will be the re-election of the present 12 members of the board and action upon a proposal to amend the company's certificate of incorporation so as to increase the authorized number of shares of common stock, $1 par value. The increase would be from 1,600,000 to 2,500,000.

check with.... national screen service for the best in SPECIAL TRAILERS

60-Page Section of 'Herald' Hails Levine 25th Anniversary

Joseph E. Levine, who this year celebrates 25 years as a showman, has been lauded by Sen. John F. Kennedy (D., Mass.) as more than a successful producer "who has achieved international prominence. He has made his talents freely available to many and civic and humanitarian projects and whatever he has tackled he has done superbly."

The tribute from the senator to Levine is one of many published in a special section of the current "Motion Picture Herald" detailing the distinguished showman's career. The 60-page section in four colors contains articles on the celebrated "explodation" promotion techniques; forthcoming films of the producer which will receive similar campaigns; his "invasion of Britain"; and numerous photos covering highlights in his career; among others.

In addition to Sen. Kennedy, others paying tribute to Levine include Martin Quigley; Sen. Leverett Saltonstall (D., Mass.); Governor Foster Furcolo of Massachusetts; Albert M. Pickus, president, Theatre Owners of America; Eugene Picker, president, Loew's Theatres; S. H. Fabian, president, Stanley Warner; Mayor John F. Collins of Boston, and many, many others.

Detroit University Will Honor Monsignor Little

Very Reverend Monsignor Thomas F. Little, S.T.L., executive secretary of the National Legion of Decency, will be honored by the University of Detroit at its commencement exercises on June 16, 1960, with Honorary Degree of Doctor of Humane Letters.

The university has chosen to honor Monsignor Little because of his many years of work in the motion picture apostolate. Monsignor Little is not only executive secretary of the National Legion of Decency but he is also one of the seven international consultors to the Pontifical Commission for Motion Pictures, Radio and Television (Vatican City, Rome, Italy), and is a vice president of the International Catholic Office of the Film (Brussels, Belgium).

Bicycle Prizes for 'Hercules' Contest Sent

Special to THE DAILY

BOSTON, June 12. — One hundred "Hercules" - bicycles, sleek English racers costing in excess of $6,000, are being shipped by Embassy Pictures tomorrow to more than 50 theatres throughout the Greater Boston area as prizes to youngsters entering the "Hercules Unchained" coloring contests running now in the Hearst newspapers here. The American Machine and Foundry Co. manufactured the bicycles.

The color-in contest, which runs 14 consecutive days here, and from 10 to 14 days in major metropolitan dailies across the United States and Canada, features two- and three-column panels depicting highlights from the new Joseph E. Levine spectacle. Boston, where the Warner Brothers release will open later this month, is the first metropolis to run the kid-appeal contest, open to both boys and girls.

Foreign Investment Bill Hearing Slated Today

From THE DAILY Bureau

WASHINGTON, June 12. — The Senate Finance Committee has scheduled a hearing Monday on the House-passed foreign investment incentive act. In its present watered-down form, the bill is expected to muster only limited support.

So far as is known, no motion picture industry witnesses will appear at the hearing.

Talmadge Is Named to U.A. Records Post

Art Talmadge has been appointed vice-president and general manager of United Artists Records, it was announced on Friday by Max E. Youngstein, president, and David V. Picker, executive vice-president. Talmadge assumes his new post immediately and with Youngstein and Picker will direct the over-all operations of United Artists Records and its subsidiaries.

Talmadge was for 15 years with Mercury Records where he served as vice-president and director of artists and repertoire. He joined Mercury at its inception and is credited with having developed many of the label's top record sellers.

'Terrace' World Bow In L. A. on July 14th

"From the Terrace," 20th Century-Fox's summer release, will have its world premiere the evening of July 14 at the Beverly Theatre in Los Angeles.

The invitational event will precede the three-theatre first engagement the next day at the Vogue, Hollywood and the Loyola in Los Angeles as well as the Beverly.

Will Ask M

(Continued from page 1

bility of M.P.I. joining in t production efforts.

M.P.I. heretofore has been trating primarily on the possibi acquiring top attractions fron companies' post-1948 film for reissue to theatres. To acc this, it has been selling its exhibitors, exhibitor organizati to concerns doing business theatres.

Indications are that the meeting will be told that hibitors now feel that new pr is the most urgent need for and that exhibition would s interests best by concentratin single project instead of scatt efforts among several.

On the agenda of the M.P. ing today is a proposal to elin restriction which limits expe for acquisition of motion rights to 15 per cent of M.P sets. If stockholders approve moval of the restriction, M.P. have greater leeway in movin for investment in new producti other exhibitors, or in acquiri 1948 films.

ACE Estimates $3,000,0

M.P.I. reportedly has sold mately $750,000 of its stock ACE has pledges of $2,000,0 from the five national circuits estimated additional $1,000,0 independent circuit sources, w pects of considerably more, marked to get a new exhibit sored production-distribution into operation.

Coordination of the efforts two organizations would be upon favorably by most ex particularly as the ACE move obtain additional financial sup the new production project out to include exhibition gen consolidation of ACE and M. jectives would mean a single tion of most exhibitors, rath two.

M.P.I. altered its original once before, which was to i established production - dist companies by buying blocks stock and, as shareholders, at influence their policies away f of post-'48 libraries to televisi organization embraced the Ben Marcus plan, instead, called for acquisition of th films in the post-'48 librar their reissue to theatres.

Bronson Mass Tue

LA CANADA, Cal., June Requiem Mass will be said he day at St. Bede's Church Bronson, 51, vice-president of Casting.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

k of Col. Shares by Cohn Estate

From THE DAILY Bureau

HINGTON, June 12. – The
of Harry Cohn sold 60,000
of Columbia Pictures common
l, according to the Securities
change Commission. It retains
shares.

transactions involving the in-
reported to S.E.C. during the
of April 11 to May 10, 1960,

W. Hurlock, a director of
Artists Pictures, acquired 200
n April, bringing him to 19,-
d Albert Zugsmith acquired
ares, making his total 150,100.
rgyle Nelson, a director and
f Desilu Productions, Inc., ac-
700 more shares in April. He
700.

mon, a director of Filmways,
quired 2,500 shares of com-
March and holds 3,530.

Schwartz, officer and director
Alden Corp. deposed of 600
n April, leaving 9,175.

r M. Tolchin, officer of Loew's
s, Inc., acquired 2,000 more
n April, and now holds 3,500.

erald Cantor, an officer and
of National Theatres and
n, is reported as holding 108,-
res of common. Cantor, Fitz-
& Co. disposed of 3,526 shares
l, retaining 8,000; Cantor &
., disposed of 202 shares, re-
5,000; and First Nevada Corp.
l of its entire holdings of 1,020
Jack W. Ostrow Corporation
l of a total of 1,500 shares in
and April, retaining 74,025.

. Ezzes, an officer of Televi-
dustries, Inc., acquired 600
n April, and holds 800.

Brandt, his wife, and various
sted under his name acquired
hares of Trans-Lux Corp. in
heir total holdings exceed 200,-
ares, Jay Emanuel acquired
shares in March and April,
his total to 13,000.

h H. Moskowitz, an officer of
entury-Fox, disposed of 1,800
of common in April, retaining

d Gets 'Tormented'

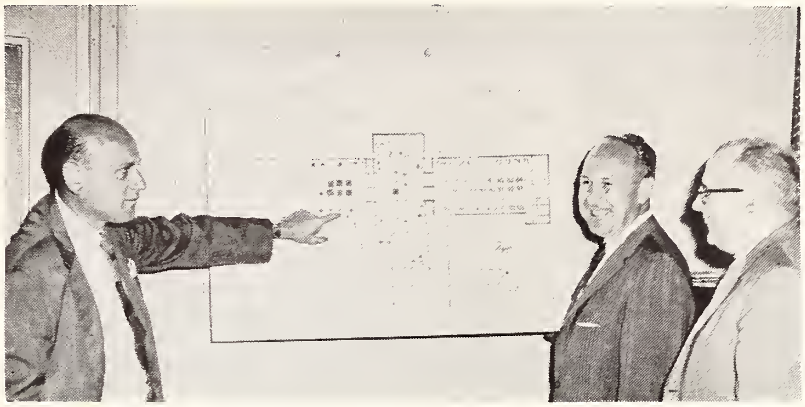
l Artists has completed nego-
with producers Bert I. Gor-
l Joe Steinberg for world-wide
tion of their just-finished
ormented," which Gordon also
l.

NNOUNCEMENT

are now prepared to distribute
motion picture attractions and
give you a thorough follow-
gh for excellent coverage for
ortheast states.

nvite your solicitation for ar-
ements for your available
uct.

ABE I. WEINER
FORTUNE FILMS ASSOCIATES, INC.
METROPOLITAN THEATRE BUILDING
260 TREMONT STREET, SUITE 601
BOSTON 16, MASS. TEL. LI 2-3203



WELCOMING TOA'S NEW PARTNERS—Joseph G. Alterman, administrative secertary of Theater Owners of America (at left) is shown welcoming the Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers Association, into sponsorship of the motion picture industry trade show, to be held in conjunction with TOA's 13th annual convention at the Ambassador Hotel in Los Angeles, September 13-16. Checking the floor plan are (center) Lee Jones, TESMA board chairman and president of the Neumade Products Corporation, and (at right) Larry W. Davee, TESMA vice-president and president of the Century Projector Corp.

TESMA, TEDA in TOA Show

(*Continued from page 1*)

dertaken solely by TOA, will now have the joint sponsorship of TOA, TESMA, and TEDA, Piekus said.

Arrangements for TESMA's participation were made with Pickus by Jones, who is also president of the Neumade Products Corporation, and Larry W. Davee, TESMA, vice-president and president of the Century Projector Corp. Arrangements with TEDA were made with J. Eldon Peek, TEDA board chairman, who authorized the TESMA officers to represent his organization.

Praised by Piekus

Pickus hailed the entrance of TEDA and TESMA into the trade show as indicative of the tremendous broadening of coverage of the show, declaring that participation of all member equipment and supply and manufacturing firms is now assured for the big exposition.

With more than 50 per cent of the booth space already sold, Pickus said immediate arrangements have been made with the Ambassador Hotel to enlarge the exposition area to accommodate more booths.

Arrangements have also been made, Pickus declared, with the Chancellor, Gaylord, Chapman Park and Sheraton West Hotels, all of which are physically near the Ambassador, to block out additional rooms for the convention. Pickus said that with the extra attendance anticipated because of TESMA and TEDA participation, it was felt the huge Ambassador Hotel might not be sufficient.

First Time Since 1957

TESMA and TEDA last participated with TOA in a trade show in 1957, when TOA convened at the Americana Hotel in Miami Beach. While individual equipment dealers and suppliers have exhibited in subsequent TOA trade shows, TESMA's and TEDA's official participation in Los Angeles will insure greater participation by TESMA and TEDA members than in any recent year.

Jones, expressing TESMA's pleasure in joining in the trade show sponsorship, declared that having equipment and supply firms on the exhibit floor. will insure a complete exposition for every theatre owner and buyer coming to Los Angeles. He said that for the first time in many years theatre people will be able to see all the newest physical theatre equipment, which, he said is vital for successful theatre operation.

Sees Top Quality Necessary

"Unless the theatre owner can present the best possible picture with the best available equipment, he cannot expect to maintain and build his audience," Jones said. "The exhibits of TESMA members at the industry trade show will show the theatreman what new developments are at his disposal. We are certain he will find the trade show a tremendous help towards better physical theatre operation."

Peek, speaking for TEDA, declared the participation of equipment dealers in the show will re-emphasize the necessity of close liaison and cooperation between the theatre operator on one hand, and the firms from which he buys most of his equipment. "All the top dealers will be there," Peek said, "to show the theatre owner what brand new equipment and modified services are now available to him.

Points to Mutual Advantages

"We feel," he added, "that this will be a unique opportunity for our members to work more closely with theatremen, and to show them first hand, under the ideal conditions of a trade show, what they can do mutually to improve theatre business."

'Gulliver' Columbia Christmas Release

By SAUL OSTROVE

Columbia has selected "The 3 Worlds of Gulliver" as its Christmas release this year, basing its decision on the immense success two years ago of "The Seventh Voyage of Sinbad," which also was produced by Charles H. Schneer.

Schneer, whom Columbia calls the "Dynamation" man, told the trade press at the Columbia home office here Friday "Gulliver" was shot in SuperDynamation, a process "considerably advanced in optical and visual rewards" for the audience.

"It is the most complicated trick-shot picture in the history of films," he said. He delivered the first print last week. It features traveling mats, split screen action, model animation and mat paintings. What's foremost are its "critical lineups," the depth recorded between foreground and background action, the producer said.

Swift's Satire Retained

Both Schneer and Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising, publicity and exploitation, emphasized that "Gulliver" is not a children's picture. Swift's satire largely has been retained, they noted.

"I Aim at the Stars," a Schneer production about rocket scientist Wernher Von Braun, will be released in September, although Columbia plans to begin its ballyhoo this month. On June 21 the picture will be shown in Washington to a select audience composed of 500 top military and civic leaders. It already has been endorsed personally by Von Braun, Schneer said.

"Stars" will premiere on Aug. 19 in Munich, where it was filmed. Schneer said Von Braun, who worked for the Nazis during World War II and now is employed in American scientific pursuits, is not "whitewashed" in the picture. On the contrary, the producer said, it is a candid account of the man in vexing times.

Will Start Verne Film

Schneer will begin production next week on Jules Verne's "Mysterious Island," on an island off Spain. This picture will be a sequel to "20,000 Leagues Under the Sea," another Verne classic.

An Alec Guinness picture is also on Schneer's roster. J. Lee Thompson next spring will direct Guinness, who is currently under a four-picture contract for Columbia, in "Gentleman of China," to be shot in Hong Kong. Guinness will play a Chinese in the film.

Sutton Books 'School'

"School for Scoundrels," Continental Dist. release starring Ian Carmichael and Alastair Sim, will have its American premiere at the Sutton Theatre following the current tenant, "Expresso Bongo."

Spot Billings Up 12% in Quarter

Spot television advertising expenditures by national and regional advertisers in the first quarter of 1960 were $167,981,000 on a gross time basis, compared with $151,414,000 in the like period of 1959 (Source: TvB-Rorabaugh, the Television Bureau of Advertising reported.

The 1960 figure includes reporting from 339 stations while the 1959 total covers 341 stations. An analysis comparing the 300 stations reporting in both years shows spot television expenditures increased 12 percent.

ABC-TV to Present 'Expedition' Series

An ABC-TV series of commercially sponsored educational programs will be supported every third week beginning this fall by locally produced shows of a similar nature, the network and the sponsor, the Ralston Purina Company, have announced.

A national committee composed of 11 educators is assisting in the planning of "Expedition," scheduled to begin Tuesday, Sept. 20, at 7 P.M., New York time. The program's length is 30 minutes and will offer films of expeditions in recent years. The program will be televised nationally on two of every three Tuesdays under Ralston sponsorship.

The plan involves the production of local, sponsored educational programs by ABC-TV affiliates under the auspices of local school systems. The programs will not be "lessons" but entertaining, informative programs, ABC said. In most parts of the country, plans for the local program to begin on Oct. 4 are being made jointly by the station and an educational advisory council headed by the superintendent of schools.

Bell & Howell Will Sponsor 15 Shows

An extensive series of evening hour public service television programs was announced for the 1960-61 season by Oliver Treyz, president of ABC-TV and Charles H. Percy, president of the Bell & Howell Company.

Beginning in the fall, Bell & Howell will sponsor two major public service series in prime evening time:

(1) 15 special public information programs on topical subjects of immediate interest to Americans, produced under the direction of John Daly, ABC vice president in charge of news, special events and public affairs, will pre-empt regularly scheduled ABC-TV prime evening time entertainment programs.

(2) A weekly half-hour series based on the six-volume Sir Winston Churchill memoirs of World War II produced by ABC-TV and scheduled on ABC Television Sunday nights 10:30-11 PM, EST, will be co-sponsored by Bell & Howell.

Ryder Devices Synchronize Sound And Picture by Magnetic Signal

Development of devices to synchronize sound and picture by magnetic signal has been announced by Loren L. Ryder, for many years head of technical research at the Paramount Pictures studios, and now president of Ryder Sound Service, Inc., and Magnetic Sales Corporation in Hollywood. Explaining the equipment at a demonstration here, Ryder said that his system, while developed originally for various kinds of professional work, is also adapted to amateur use, including 8mm cinematography and projection. He predicted that it will greatly increase the making of home movies with sound.

The equipment consists of a tiny synchronizing generator attached to the camera driving mechanism, a synchronizing head with a "re-synchronizer" connected to the tape recorder, and a miniature synchronizing motor attached to the projector. In recording concurrently with photography, the camera—either motor- or spring-driven—actuates the generator, which produces an electrical impulse for each film frame and this is magnetically recorded on edge of quarter-inch tape used for the sound recording. Then in reproduction, this control signal is reproduced and amplified to drive the projector in synchronization with sound reproduction.

Means of varying the time relation of tape and camera, or projector, at the start or as might be otherwise necessary, is provided in the "re-synchronizer," which employs a loop of tape that may be altered in length to shorten or lengthen control signal cycle.

Ryder pointed out the additional possibility of remote synchronization by radio transmission and reception of the control signal. Displacement of camera and recorder could be as much as 1000 feet, he said.

Federal Rein for Webs Vital, Bennett Repeats

From THE DAILY Bureau

WASHINGTON, June 12. – Rep. John Bennett (R., Mich.), ranking minority member of the House Commerce Committee, reiterated that he plans to try to put networks under Federal licensing when the committee-endorsed broadcasting reform measure reaches the House floor.

As Bennett sees it, "the committee committed a colossal error" when it voted against Federal licensing for networks. This, he stated, is "the key cornerstone" of efforts to eliminate irregularities in broadcasting.

Broadcasters, he asserted "really put the heat on the committee" to drop the proposal to license networks. He added that he has "never seen such pressure exerted by a lobbying group" in his 16 years in Congress.

All MPEA Officers

(*Continued from page* 1)

last month as an executive on television activities for the MPAA and the MPEAA. He will work with the television export committee, which was originally established May 1, 1959, to deal with matters relating to the collection and dissemination of information regarding foreign television markets, the initiation of surveys and studies in these markets; and the consideration of special problems on foreign television film matters. All members of the MPEAA are members of the television film export committee.

The full slate of MPEAA officers follows: Eric Johnston, president; Kenneth Clark, Ralph Hetzel, Robert J. Corkery, G. Griffith Johnson, Irving A. Maas and William H. Fineshriber, Jr., vice-presidents; Sidney A. Schreiber, secretary; Stanley R. Weber, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer; Thomas J. McNamara, assistant treasurer.

'Ben-Hur' a Hit at Four S-W Theatres

Four Stanley Warner theatres, all showing "Ben-Hur," have reached a gross of nearly $2,000,000, the circuit report at the weekend. The Boyd, Philadelphia, alone in its 29th week, has passed three-quarters of a million in receipts.

The other three theatres—Warner, Washington, 12th week; Warner, Pittsburgh 20th week; Capitol, Cincinnati 12th week, are also substantially beyond their previous record holder, "This Is Cinerama."

In addition to the former Cinerama houses, Stanley Warner has added the Strand, Hartford, and reports "Ben-Hur" topping all previous 70-mm engagements.

Columbia Net

(*Continued from page* 1)

tax loss carry forward available to the company from prior years.

Schneider pointed out that, beginning with the current fiscal year, all advertising and foreign print costs are being amortized on a table basis on pictures released since the start of the current fiscal year instead of writing the same off as current operating expense, as heretofore. This procedure, he noted, now conforms with the general practice in the industry.

As a result, approximately $2,900,000 net has been added to inventory and will be written off on an amortization basis.

Earnings per share of common stock were 28c for the current period as compared with 8c last year.

The board of directors of Columbia at its meeting Friday declared a stock dividend of 2½ per cent on its outstanding common stock and voting trust certificates for common stock payable on July 29, to stockholders of record at the close of business June 30.

WGA Pact

(*Continued from page* 1

fare plans established for writ
funds contributed by the pr
equal to 5 per cent of the
salaries up to $100,000 per
the plans to be jointly admini

¶ The sum of $600,000 will
by the producers to establish
sion and health and welfare fu

¶ Payment of 2 per cent of
ducers net proceeds of exhibi
free television of theatrica
whose principal photography
the six-year period commenci
the effective date of the agree

¶ Provision covering theatri
exhibited on pay television as

The producer takes the posit
pay-TV is an extension of,
stitution for the theatrical bo
The guild on the other han
the position that pay TV is a
different medium, that is not
tension of, or substitute for t
trical box office.

Notwithstanding the forego
guild agrees, with respect to
tures the principal product
which commenced prior to
piration of this agreement;
guild will not at any time m
claims for any additional co
tion of any kind with respect
exhibition at any time of a
picture on pay-TV.

¶ Agreement relating to se
of rights with respect to pu
rights and live dramatic righ
provision for additional pay
sequels.

¶ Improvement in relation
its and provisions covering spe
writing.

While no official word wa
at press time on negotiations
writers and television produc
formed sources said that an
ment between the Alliance of
Producers, the AMPP and the
is expected momentarily.

Murphy to 'M.C.' For Coast Museum

From THE DAILY Bureau

HOLLYWOOD, June. 12.–
Murphy was named master
monies for the kickoff meeting
Hollywood Motion Picture an
vision Museum Tuesday night
Screen Directors Guild theatr

George Fenneman will do
ration for silent movie clip
Fernando Lamas has been add
principal speaker.

Press Preview for 'Young Men' Tonig

A special press preview
Bartlett's "All the Young Me
be held tonight at Grossinger's,
world's heavyweight champion
mar Johansson, who makes his
picture debut in the Columbia
release, is training for his cha
ship fight. The overnight junket
famed resort will leave New Yo
early this afternoon and return
row morning.

MGM'S "BELLS ARE RINGING"

l Ad Campaign and Nationwide Telephone Company Tie-Up Spark Promotion

TWIN advertising campaign stressing different approaches to the picture multiplicity of tie-ups in g one "natural" which can every household in the y, are the principal fea of the promotion planned GM for "Bells Are Ring-

dual series of ads, was d in order to provide the- with a choice of copy and . The first series features Holliday and Dean Mar a dancing pose and the stresses such phrases as dway's bell-ringer of a al" and "That ring-a-ding al from the Broadway " (See illustration).

second series features the lso but stresses the comedy One especially striking ad he word "Fun" in over- etters as the background he copy is typed to re e circus poster copy. Typical copy in this series is "Love story of the telephone belle" and "Switchboard Cinderella who fell in love with one of the numbers." (See illustration).

MGM has also worked out a national tie-up with the Bell Telephone System that offers a potential for local publicity penetration not usually available. Following are the steps which the Bell System is planning to aid in exploitation:

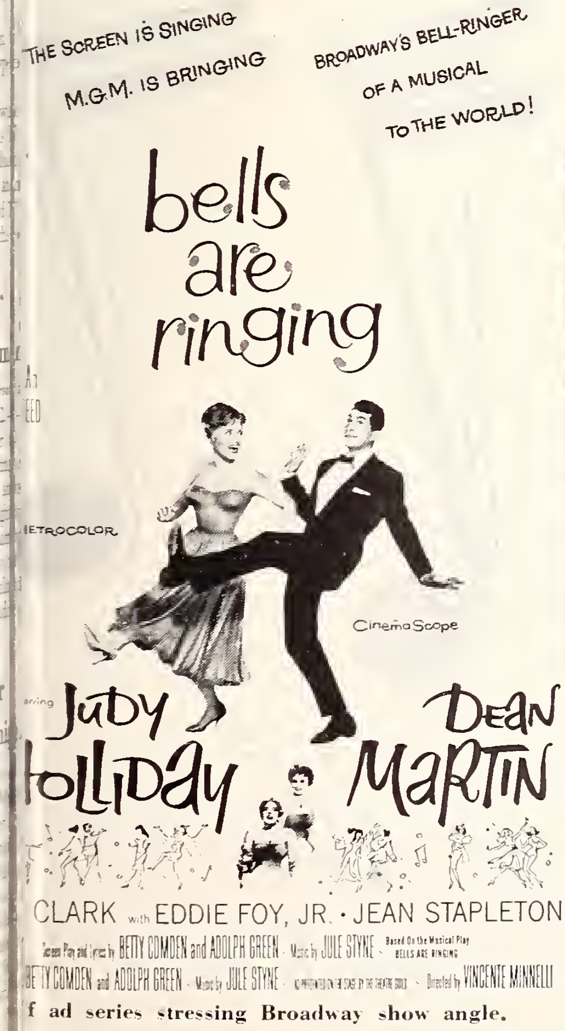
1. All Bell Telephone System companies have been alerted to the advantages of helping promote "Bells Are Ringing" by a letter describing the general tie-up possibilities and urging them to cooperate with the exhibitor. Included with this letter are specific suggestions plus copy and photographs for telephone customer bill inserts. These bill inserts have a potential audience of some forty million.

2. Stories and photographs are planned to be sent to all Bell Telephone System house organs and employee publications calling attention to "Bells Are Ringing" and the key role the telephone plays therein. Readership potential: 750,000 families.

3. An additional special mailing will be sent to the Bell Telephone System companies suggesting specific local level promotion and publicity possibilities which the companies themselves can initiate.

4. All Bell System companies receive copies of pressbook.

Numerous other promotional stunts, all described in the press book for the picture, include merchant co-ops, record tie-ins, and contests.



THE SCREEN IS SINGING
M.G.M. IS BRINGING
BROADWAY'S BELL-RINGER
OF A MUSICAL
TO THE WORLD!

bells are ringing

ETROCOLOR
CinemaScope

arring JUDY HOLLIDAY DEAN MARTIN

CLARK with EDDIE FOY, JR. · JEAN STAPLETON

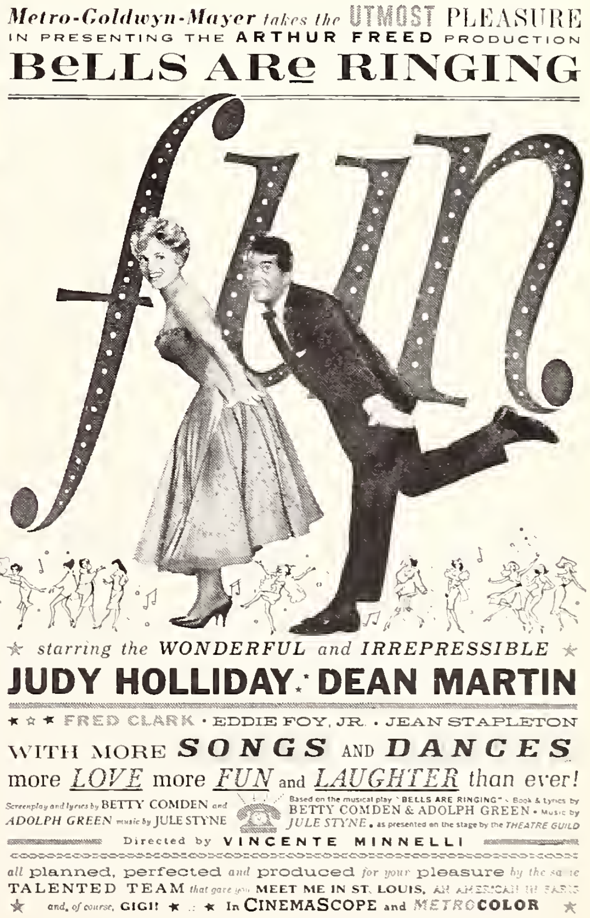
Screen Play and Lyrics by BETTY COMDEN and ADOLPH GREEN · Music by JULE STYNE · Based On the Musical Play BELLS ARE RINGING

BETTY COMDEN and ADOLPH GREEN · Music by JULE STYNE · As presented on the stage by the Theatre Guild · Directed by VINCENTE MINNELLI

f ad series stressing Broadway show angle.

DANCE STUDIO TIE-UP

One of the highlights of "Bells Are Ringing" is the impromptu cha-cha-cha done by Judy Holliday and Doria Avila as shown in the still. This suggests dance studio tie-ups that should result in ads and other promotions such as contests with free dance lessons as prizes. In towns where there is a television dance party program the exhibitor can tie in his dance studio promotion with it and conduct contests on the air.



Metro-Goldwyn-Mayer takes the UTMOST PLEASURE
IN PRESENTING THE **ARTHUR FREED** PRODUCTION
BeLLS ARe RINGING

★ *starring the* WONDERFUL *and* IRREPRESSIBLE ★
JUDY HOLLIDAY · DEAN MARTIN
★ ☆ ★ FRED CLARK · EDDIE FOY, JR. · JEAN STAPLETON
WITH MORE **SONGS** AND **DANCES**
more *LOVE* more *FUN* and *LAUGHTER* than ever!
Screenplay and lyrics by BETTY COMDEN *and* ADOLPH GREEN *music by* JULE STYNE
Based on the musical play "BELLS ARE RINGING" · Book & Lyrics by BETTY COMDEN & ADOLPH GREEN · Music by JULE STYNE · as presented on the stage by the *THEATRE GUILD*
Directed by **VINCENTE MINNELLI**
all planned, perfected *and* produced *for your* pleasure *by the same*
TALENTED TEAM *that gave you* MEET ME IN ST. LOUIS, AN AMERICAN IN PARIS
★ *and, of course,* GIGI! ★ ★ In CINEMASCOPE and METROCOLOR ★

One of ad series stressing "Fun."

Allied Report

(Continued from page 1)

tre engagement to give an added mystery build-up to the picture.

"This may be a good idea promotion-wise for the first performance but when the audience files out of the theatre after the first showing the secret will quickly spread throughout the land," Myers observes. "If the big build-up turns out to be a big let-down (without seeing the picture, no one can predict which), then the gimmick may backfire very badly."

Myers says he has been told that there are "unmistakable signs that this revival of blind-selling is spreading to other companies" and that some in exhibition "feel the situation is serious."

Sees Practice as General

"While there is no direct prohibition on the blind-selling of pictures not offered in groups," he says, "I am confident it was the understanding of both the Government and the defendant distributors that all pictures would be trade-shown. The best indication of this is that during the decade that has elapsed since the decrees were entered, the companies all followed the practice.

"While in now reverting to blind-selling the defendant companies may not be violating any specific provision of the decrees, it is pretty evident that they are breaking faith with the Government and, perhaps, with the court. And it will come as a surprise and a shock to the public groups that worked so hard for the Neely bills to learn that blind-selling has again raised its ugly head."

Would 'Enlist All Help'

"If there is indeed a movement on foot to force bidding before there is a screening, then, under principles of self-defense, the exhibitors will be warranted in adopting whatever measures they can, and in enlisting all help that is available in resisting the movement," Myers concludes.

His bulletin also offers the suggestion that, with theatre audiences on the decline, an innovation in coming attractions trailers might increase their effectiveness by making them available to the public outside the theatre, as well as in it.

Suggests Cabinet Out Front

Myers points out that if a merchant decided to invest in billboard advertising, he would choose a location on a much-frequented highway for it, rather than inside his store. Accordingly, he continues, "it seems that some way could be devised for running trailers outside the theatre. . . . The whole works could probably be housed in a modest sized cabinet to be placed in front of the theatre, in the outer lobby or in an adjacent store window. Perhaps it could operate mechanically, with projection from the rear. . . . the trailers would then begin to do a man's job for the exhibitors, reaching a vast potential audience and not merely a limited number of loyal theatre-goers."

REVIEW:

The Last Days of Pompeii

Cineproduzioni-Procusa-Transocean Prod.—United Artists

THERE IS SCARCELY a feat of physical prowess known to man that Steve ("Hercules") Reeves is not called upon to perform at one point or another in "The Last Days of Pompeii." This is the latest in a seemingly endless series of spectacles made in Italy by the former Mr. America that have been picked up by several American companies. United Artists is distributing this one, which was produced by Paolo Moffa for the three-titled production outfit listed above. It has been adequately dubbed into English for release here.

Cast as a Roman centurion who returns to Pompeii in 79 A.D. to find his father brutally slaughtered, Reeves spends the rest of the picture seeking out the unknown assassins to give them their just desserts. A formidable array of contestants is put in his path in the process, but he merrily bests them all. Twenty hooded and muscular brutes rush him, but he slays every one with an occasional assist from a javelin. Most of the time, however, he uses his fists.

He stops a pair of runaway horses to rescue a lovely damsel in distress without batting an eyelash. He remains equally redoubtable in an underwater battle with a crocodile, and he rushes headlong into the arena (where his Christian girl friend is about to be made a martyr) to destroy a ravenous lion.

AT THE CLIMAX of the film he survives the destruction of Pompeii by earthquake and hot lava. For an encore, he swims through a sea of fire. When it is all over, a thoroughly exhausted spectator can only murmur an admiring "Wow!"

Made in the tradition of the Italian spectacle, "The Last Days of Pompeii" has all the essentials—massive mob scenes, a torture sequence in a dungeon, Christians thrown to the lions, sexy and treacherous women, and an exciting ending which shows the destruction of Pompeii in terms of crumbling buildings, pink smoke and dead bodies all over the place—recorded in Eastman Color and Supertotalscope. Although there are several sub-plots, the story line, which it took four writers (Ennio De Concini, Sergio Leone, Ducco Tessari, and Sergio Corbucci) to contrive, is simple enough for children to follow. Everything is accomplished in broad strokes, from the direction of Mario Bonnard to the performances of Annamaria Baumann as an evil courtesan and Cristina Kauffman as the lovely and pure heroine.

For all its spectacular mob scenes and religious overtones, however, "The Last Days of Pompeii" was designed primarily as showcase for its athletic star, who flexes his muscles with pride in an impressive display of the benefits of physical culture. Let the other fellows vie for the "Oscars." In his field he is undisputed champ.

Running time, 103 minutes. Release, in July.

RICHARD GERTNER

'Power Among Men' Is Slated for Stratford

"Power Among Men," a semi-documentary film produced by the United Nations, has been selected for presentation at the first Stratford international film festival at the Startford Theatre in Stratford, Conn., during the week of July 13. This raises to five the number of features set for the seven-day festival, at which one picture will be shown each evening. The UN production joins the French-made "Montparnasse 19," the Irish "Home Is The Hero," the American-made "Private Property" and the British comedy "Man In A Cocked Hat."

Japanese and Italian-made features are now being screened to round out the list of entries. Prize-winning short subjects will also be selected for each night's showing. All participating films will receive special citations from the festival.

Fox to Give 'Love' Big Radio Campaign

"Let's Make Love" is scheduled to receive a huge "mobile audience" radio exploitation campaign built around special individual "appeal" recordings made by the three stars of the Jerry Wald production, 20th-Fox said at the weekend. The stars are Marilyn Monroe, Yves Montand and Tony Randall.

The film company is currently preparing 15,000 free discs, complete with scripts, for distribution to 10,000 disc jockeys across the country for "live" interviews on-air with the film's stars.

In addition, 20th's regional advertising-publicity managers in 39 branch and key cities, including Canada, will have copies to set up extensive "phone calls to Marilyn," which was introduced with Fox's "Seven Year Itch" in 1955.

Elect Chandl

(Continued from page 1)

guild's board of directors in 19
1948, he was elected treasurer
guild and has been re-elected
urer every year since.

Ames One of the Founder

Ames is one of a small gro
actors who founded the guild in
He has served either as an offi
member of its board of director
tinuously since 1945, including
as president in 1957-1958.

New Firm to Devis Special Effects Set

From THE DAILY Bureau

HOLLYWOOD, June 12 –
experts in the field of motion
special effects have announce
formation of Cinegraphic Arts,
new firm which will devise a
ecute special effects for Indep
producing organizations. Presi
Ray Kellogg, for many years h
special effects department at
Century-Fox. Vice presidents a
Rabin and Irving Block, b
whom have worked for any y
the studio and independent field

'Alamo' TV Drive

United Artists and the
Birdwell Organization in conj
with the Popsicle Compan
launching a national televisio
utilizing more than 3,500 sp
nouncements for John Wayne's
coming production, "The Alam
television saturation program, b
ing every major market of the
over virtually every local and n
TV station, is a key element
vast merchandising tie-in wit
sicle. More than 250,000 reta
lets are participating in the
tion.

Study Guide for 'S

Special study guides are bein
available to students and teac
connection with William Goetz
Without End," the story of
Liszt. The 16-page booklet, p
by Photoplay Studies, uses stil
the motion picture which
released by Columbia Picture
booklet includes a foreword
Joseph Mersand, chairman
English Department of Jamaic
School, a biography of co
pianist Liszt, and a synopsis
film.

'Psycho,' Jewel Tie

Commencing this month,
Hitchcock's "Psycho" will b
lighted in a national pro
drive conducted by Hobé Je
more than 5,000 retail outlets t
out the 50 states. Vera Miles,
stars in the Paramount release,
tured on three-color counter
which will be displayed by all
department and specialty sto
rying the Hobé line. Full c
"Psycho" is included in the
ing text.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 114 NEW YORK, U.S.A., TUESDAY, JUNE 14, 1960 TEN CENTS

de, Fabian Heard

er 15% MPI sets Okayed r Product

ld Aid Ad-Promotion, Share in the Profits

Special to THE DAILY

SAS CITY, June 13. — The of directors of Motion Picture rs, Inc., meeting here, has ap- a proposal that more than 15 nt of the organization's assets d for the financing of production uisition, directly or indirectly h subsidiaries, of motion pic- or release to theatres.

board acted at an afternoon ex- session following an address lter Reade, Jr., president of the rs organization and head of Reade, Inc.

connection with the approved al, the board also adopted a proposition under which the picture companies would pro-

(*Continued on page* 4)

es Miss. T.O.A. to Film Financing

Special to THE DAILY

OXI, Miss., June 13. — Of all tion's urgent problems today, ct supply is the most critical and o survival, George Roscoe, di- of exhibitor relations for Thea- wners of America, told the an- onvention of Mississippi TOA oday.

coe said the other grave exhibi-

(*Continued on page* 2)

tinental Opens 3 Sales Offices

tinental Distributing, Inc. has d three new sales offices making l of nine, it was announced by Peppercorn, vice president in e of sales for Continental.

new offices are headed by Irving n in Cincinnati, Truman Hendrix las and William Benjamin in San co. Continental's other offices ituated in Washington, D.C., a, Boston, Chicago, Los Angeles New York.

Bar Patrons After Start of 'Psycho'

By SAUL OSTROVE

No theatre patrons will be seated after the start of "Psycho," Alfred Hitchcock's latest production for Paramount. This policy is the promotional key for the film which opens this Thursday at the DeMille and Baronet here and in Boston, Chicago and Philadelphia next week. General release will be late next month.

Alfred Hitchcock

Radio spots, theatre lobby recordings and a five-minute trailer, all narrated by Hitch-

(*Continued on page* 5)

Ask Children's Films; Enforcing of Code

From THE DAILY Bureau

WASHINGTON, June 13. — The 1960 White House Conference on Children and Youth, held at the end of March, has published its recommendations with the section on films headed by a request that the motion picture industry produce and distribute appropriate pictures for children and youth.

Conference also urges the industry "act to reevaluate, strengthen, and

(*Continued on page* 5)

Explanations Are Withheld

20th-Fox Gives Notice Of MPAA Withdrawal

Skouras Issues Statement Voicing 'Deep Regret;' Lauds Johnston, Code

Twentieth Century-Fox has given the required six months notice of withdrawal from the Motion Picture Association of America, Spyros P. Skouras announced yesterday.

Although the 20th-Fox president's statement said he made the announcement "with deep regret," it gave no reason for the company's action, nor was any forthcoming from MPAA, which also issued a statement voicing its regret at the 20th-Fox action.

Despite the avoidance of an explanation for the action, usually well informed trade circles said the immediate occasion was consummation by M-G-M recently of a deal to handle the distribution of Samuel Bronston's production, "The King of Kings," now nearing completion in Spain. Twentieth-Fox officials regarded the deal as a serious impingement on its forth-

(*Continued on page* 4)

DGA Calls Off Merger Negotiations with SDIG

The Directors Guild of America has terminated merger negotiations with the Screen Directors International Guild, Assistant Directors Local 161 and the Society of Stage Directors and Choreographers, Frank Capra, DGA president, disclosed yesterday.

DGA released the text of a letter dated June 6, addressed to Willard Van Dyke of SDIG, James Di Gangi

(*Continued on page* 2)

State Dept. Film Unit Suggested by Javits

From THE DAILY Bureau

WASHINGTON, June 13. — Sen. Jacob Javits (R., N.Y.) proposed at a dinner meeting of the Film Producers Association of N.Y. that the State Department and representatives of the film industry set up a film council to advise on the impact abroad of U.S. films. Sen. Javits stressed that

(*Continued on page* 5)

Lopert to Release 9 More Films This Year

Lopert Films, Inc., intends this year to release nine more pictures, among them two European film festival prize-winners, an English ballet film in Eastmancolor, one American production, and featuring in the group such performers as Alec Guinness, Jean Gabin, Silvana Mangano and Danielle Darrieux.

Ilya Lopert

This ambitious schedule was announced here yesterday by Ilya Lopert, president of the company, who said his organization would promote the pictures itself, and not rely on United Artists, of which Lopert is a subsidiary.

"Rue De Paris," starring Gabin, will

(*Continued on page* 5)

Scripting Resumes as Strike Ends; More Vigor, Enthusiasm Is Reported

SAMUEL D. BERNS

HOLLYWOOD, June 13.—The all-clear signal to revive production activity in Hollywood sounded loud and clear today, as overwhelming approval was voiced last night by more than 200 members of the screen branch of the Writers Guild of America to end the writers strike and accept the new theatrical contract drawn by negotiators for WGA and the association of Motion Picture Producers.

The recall of writers whose projects were halted by the strike and others to script new projects on the agenda were put into effect immediately by most of the studios. The concensus of opinion today indicated fresh vigor and enthusiasm will be displayed within the next few weeks on the production horizon. Many of the proposed films that have been held up will now be governed by casting and availability of star names. Re-hiring of labor and studio personnel will

(*Continued on page* 4)

Miss. TOA

(*Continued from page* 1)

tor problems of the moment are the threat of pay television and the Federal wages and hours legislation, although he noted that the latter promises to become less serious since both Senate and House committees have approved exemptions for theatres in the proposed legislation.

Roscoe told the convention of current efforts by organized exhibition to ease the product shortage by raising funds with which to finance new production. He said that "if this plan does not get going quickly, the impetus must come from the smaller theatre operators and circuits."

Warns of Pay-TV

Of pay-TV, Roscoe said "a strong operation anywhere in the country would quickly put many of us out of business, and if it spread nationally it could wipe out the entire motion picture theatre business." He urged the exhibitors to contribute to the war chest being established by the Joint Committee Against Toll-TV to finance the campaign to assist in obtaining the passage of Federal legislation barring all forms of pay-TV.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here on June 23 for London. He will be preceded by Charles Einfeld, vice-president, who will depart on the 21st.

•

MO ROTHMAN, executive vice-president of Columbia Pictures International, left here yesterday for a tour of the company's European offices.

•

REV. D. TERENCE NETTER, S.J., will be ordained to the priesthood by the Most **REV. PAUL RUSCH**, Apostolic Administrator of Innsbruck, Austria, on July 26 in the Church of the Most Holy Trinity there. **REV. NETTER** is the son of **LEON D. NETTER**, former president of Florida State Theatres, and a brother of **DOUGLAS NETTER**, of Samuel Goldwyn Prods. here.

•

PAUL BETHELL-FOX, branch supervisor for J. Arthur Rank Overseas Film Distributors, London, has left there for a marketing survey of the Near and Middle East.

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will leave New York today for Boston.

•

HARRY GOLDSTONE, Astor Pictures general sales manager, left here yesterday for Los Angeles, Dallas and Chicago.

•

EDWARD SOLOMON, Embassy Pictures vice-president in charge of advertising-publicity; and **EDWARD S. FELDMAN**, director of publicity, have returned to New York, the former from Toronto, the latter from Hollywood.

•

AL ODEAL, president of Tele Features, Inc., will leave here today for Cincinnati.

•

BOSLEY CROWTHER, film commentator of the *New York Times*, and **MRS. CROWTHER** will return to New York today aboard the "Queen Mary" from Europe.

•

EDWARD J. MCGUIRE, son of the United Artists sales executive, will graduate *cum laude* on Thursday from Harvard, with a Bachelor of Arts degree in government.

Announcing the formation of

PARALLEL FILM DISTRIBUTORS, INC.

to

Produce, Distribute, and Represent
Producers of Exploitable, Box Office
Attractions

•

NATIONAL HEADQUARTERS
and
WEST COAST AREA SALES OFFICE
1150 SO. BEVERLY DR.
LOS ANGELES 35, CAL. CRestview 1-7153

•

Sam Nathanson, in charge of Distribution
James J. Cassity, in charge of Production
George R. Borden, Production Supervisor

Jan. 1 Is Effective Date For Minimum Pay Bill

From THE DAILY Bureau

WASHINGTON, June 13. – The Senate Labor Committee changed the effective date of its proposed minimum wage law to Jan. 1, 1961, and eliminated some more employees from coverage. As the committee's closed-door session ended, Sen. John Kennedy (D., Mass.) stated that he hoped the group would finish work on the measure this week. Minority leader Dirksen (R., Ill.) observed that "good progress" has been made, and said he hoped the committee's deliberations would soon finish.

Both House and Senate labor committees will work on the minimum wage bill on Tuesday and Wednesday. Indications are that the Senate committee is progressing more rapidly than the House.

Rites for Miss Kilburn

Funeral services will be held today at Haves Funeral Home, Yonkers, for Justine Kilburn, a secretary with Allied Artists International Corp., who died on Sunday following a protracted illness. She is survived by her parents and a sister, Mrs. Robert Rosine.

DGAandSD

(*Continued from page* 1

of Local 161, and Shepherd
of the SSDC, which noted tha
"years" during which the merge
tiations were carried on DG
never had a confirmation tl
SDIG would be willing to h
members comply with our c
tion and by-laws by signing n
munist affidavits."

The letter also notes that
repudiated merger proposals
at by its former president,
Wasserman, in discussions witl
last February, and "engaged in
acts" during DGA's recent
against National Telefilm As
and picketed New York film
tions in which directors were
ing pursuant to DGA contracts

Capra's letter states that DC
tinues "to believe that all d
and assistant directors belong
united guild" but that SDIG
"have made this objective im
to achieve" and consequently tl
ger negotiations have been e

'Sound of Music' Purchased by 20th

Rodgers & Hammerstein's
Broadway hit musical, "The S
Music," has been purchased
screen by 20th Century-Fox f
than $1,000,000. This figure,
ing to studio production chief
Adler, is the highest ever paid
studio for a play or book.

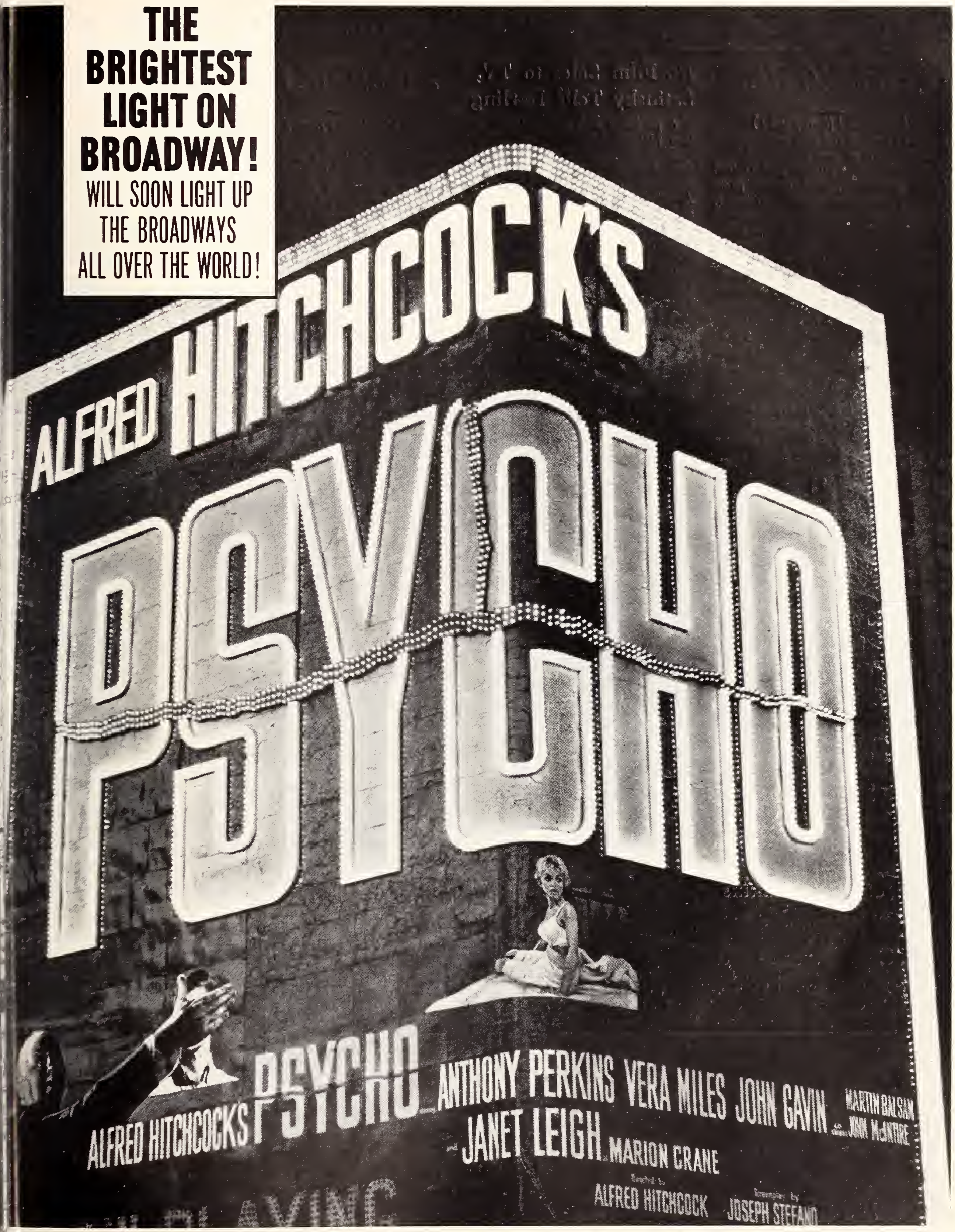
The movie version, which
be released before 1964, will
fourth Broadway work by the
team the company will have
to the screen. The others
"Carousel," "The King and
"South Pacific."

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad
did! We'll give
fast service an
the finest quali
1327 S. Wabash FILMACK CHIC

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
WALT DISNEY'S 'Pollyann
Starring JANE WYMAN • RICHARD E
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO.
In TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HALL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bu Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond G Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single cop


ALFRED HITCHCOCK'S
PSYCHO
ALFRED HITCHCOCKS PSYCHO
ANTHONY PERKINS VERA MILES JOHN GAVIN
MARTIN BALSAM
JOHN McINTIRE
JANET LEIGH
MARION CRANE
Directed by ALFRED HITCHCOCK
Screenplay by JOSEPH STEFANO
PLAYING

THE BRIGHTEST LIGHT ON BROADWAY!
WILL SOON LIGHT UP
THE BROADWAYS
ALL OVER THE WORLD!

DeMille and Baronet Theatres, open New York, June 16th.
ther pre-release engagements start June 22nd at Paramount,
Boston . . . Arcadia, Philadelphia . . . Woods, Chicago.

Coast Writers

(*Continued from page* 1)

return to normal and will be propelled with the start of new productions.

Universal-International and United Artists producers, who signed pacts with the writers guild earlier this year, are reported reviewing the present agreement made with AMPP in order to take advantage of their "favored nations" clause. It is expected the 2 per cent that was to have been paid the guild by UA and U-I on all post-'48 films sold to TV, after 40 per cent deduction to cover distribution, will now be replaced by a lump sum payment into WGA's pension and health and welfare funds.

14 Returning to Fox

Reported activity at some of the studios affected by the strike included 20th Century-Fox's putting 14 writers to work today, with eight to 10 more expected to be hired within next 10 days to two weeks, according to 20th's executive producer Buddy Adler.

At Columbia new writers are being sought for four new films, while 10 other features were put into work at once.

Six writers returned to MGM and went to work immediately on six features.

Two more features are slated to go before the cameras at MGM before the end of the month.

Teams Back at Paramount

Writers who returned to Paramount, most of whom are in the producer-and-writer class, including Henry and Phoebe Ephron, Maurice Richlin and Ed Beloin, Mel Shavelson and Jack Roae, and Edward Anhalt.

David Swift, who wrote "Pollyanna" for Disney, has been engaged to write another for that studio, still untitled, which will star Hayley Mills. A writer will be assigned to screenplay "Gold" at the Disney studio .

Rites for Mrs. Watkins

WATERVLIET, N. Y., June 13. – Funeral services of the Presbyterian Church will be held here tomorrow for Mrs. Claude E. Watkins, wife of the long-time chief projectionist for the Stanley Warner Strand Theatre. Mrs. Watkins died Saturday following a short illness.

No Film Sales to TV, Satinsky Tells Harling

A producer and distributor of motion pictures has come out flatly in support of exhibition in its fight against Pay-TV, Philip F. Harling, chairman of Theatre Owners of America's Anti-Pay-TV Committee and the industry Joint Committee Against Toll-TV, disclosed here yesterday. Harling said he had received a telegram from Joseph Satinsky, of Releasing Corporation of Independent Producers of New York and Hollywood, declaring:

"I feel distributors whose very existence stems from theatrical exhibition, cannot morally or economically join forces with the opposition. I shall not sell our product to pay-TV, no matter how alluring the price."

Harling declared that to his knowledge this is the first instance of a producer-distributor coming out against pay-TV, and declared he believed others would soon be taking the same stand as Satinsky.

15% of MPI Assets

(*Continued from page* 1)

vide prints and handle distribution. The MPI, under the proposal, would provide promotion and advertising, with net profits after expenses for distribution and other tasks, to be shared equally by MPI and the distributors.

A proposal to increase membership of the board from 15 to 21 persons was approved but only three new names were added at the meeting. The three new directors named are Harry Brandt, president of Brandt Theatres, New York; Jack Kirsch, president of Allied Theatre Owners of Illinois, and Theodore G. Solomon, president of Gulf States Theatre Corporation.

A committee also was named and given a budget for promotion under a proposal that would be made to motion picture companies in connection with the acquisition of post-1948 films for reissue to theatres. The three committee members are Ben Marcus, Milwaukee, chairman, and Beverly Miller and Richard Orear, both of Kansas City.

Cooperation and participation of MPI also was requested by S. H. Fabian, chairman of the American Congress of Exhibitors, in a plan that ACE has been working out in connection with industry problems.

20th-MPAA

(*Continued from page* 1)

coming production of "The Greatest Story Ever Told," and they are said to feel that MPAA could have intervened to avoid or alleviate the supposed conflict, much as it does in the instance of conflicting title claims.

Twentieth-Fox officials reportedly expressed these views at a recent meeting of the MPAA board, and were told by their M-G-M counterparts that they regarded the Bronston picture distribution deal exactly as they would one for any other picture and that some other company would have stepped in and made the deal if M-G-M had not.

No Reflection, Says Skouras

In making the resignation public Skouras declared that the withdrawal was "in no way a reflection on the Association or its dedicated staff but rather reflected a difference of opinion within the organization."

Skouras went on to praise MPAA president Eric Johnston whom he called a "distinguished leader and a progressive force within the industry." In addition, Skouras said he had high praise for the Motion Picture Production Code which he characterized as a "vital organ of the American industry."

Skouras also paid special tribute to the Code's conscientious administrators."

Apprised in Washington of Skouras's statement, Johnston issued the following statement:

Statement by Johnston

"I speak not alone for myself but for all members of the Association in expressing the deepest regret that Mr. Skouras has decided to resign from the Association, effective in one year.

"He is one of the genuinely great leaders in American motion pictures. For him we have . . . all of us . . . the warmest affection and the highest admiration.

"This industry is passing through times which require more and not less cooperation among all individuals and groups; more understanding and not less among us all; and a keener feeling for the welfare of the industry as a whole.

"Mr. Skouras has always put the industry's interest foremost. No individual has done more to i
develop and follow through o
ects to benefit the common wel

"This industry needs his insp
his guidance and his tireless
to make this a better and mor
perous business.

"If he should decide to ret
is always sure of a hearty we
Our door is always wide open
and to Twentieth Century-Fox

Some trade reports, imme
discounted in informed circles,
the 20th-Fox action with disa
ment over the Production Code
istration's refusal to issue a Co
to the British "Oscar Wilde"
tion which 20th-Fox had acqui
distribution here. It relinquish
picture when the Code sea
denied.

Observers pointed out that
Fox had an "escape" in that
the event the picture could not
a Code seal, hence it was not
cident grave enough to prom
withdrawal action from MPA

Open Parallel Film
Distributors in L. A

From THE DAILY Bureau

HOLLYWOOD, June 13–
49, Inc., recently formed by a
of industrialists in the state of
ington to diversify its interests
motion picture and television
has organized Parallel Film D
tors, Inc., and opened its nationa
quarters in Los Angeles at 1
Beverly Drive.

Sam Nathanson, veteran fil
executive, has been placed in
of distribution, and will use th
quarters in Los Angeles, to serv
the West Coast area, including
Portland, San Francisco, an
Angeles for outside producers a
tributors. Nathanson will op
sales offices throughout the
States and Canada to form a
of company-owned distribution
ties.

Parallel 49 is currently setti
duction plans in motion, a
placed James J. Cassity in ch
production to prepare two
screenplays, "Be All My Sins I
bered" and "The Small Army"
fall release. George R. Borden
dent of Parallel 49, will be pro
supervisor.

seventeen's PICTURE OF THE MONTH

Selected by SEVENTEEN for SCHOOL for classroom discussion

FOR JULY
M-G-M Presents An Arthur Freed Production
"BELLS ARE RINGING"
Selected by SEVENTEEN *. . . entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!*

ɔert's Slate

ontinued from page 1)

sed early next month. Also
d for July release are "Marie
" with Miss Darrieux, and
ssin's "Never on Sunday," for
s star, Melina Mercouri, won
or best actress at the recent
estival.
ɔtember Lopert will release
yal Ballet" in Eastmancolor.
will be released to coincide
opening here of the Sadler-
allet company, and subse-
vill be opened in other cities
are visited by the dance

s of Glory," with Guiness and
ls, will be released in Novem-
und Christmas Lopert hopes
e "The Great War," a Venice
winner, with Miss Mangano,
Gassman and Alberto Sordi.
r three films on Lopert's list
e Proper Time," an Ameri-
ure; "The Devil's Pass," in
nd "The Sentence." Lopert
olved in the production of
on Sunday" and "Tunes of
The others he acquired out-

Dept. Film Unit

ontinued from page 1)

oup would have to be volun-
that it would not constitute
ing body. He likened the
group to the arrangement
U.S.I.A. consults with Amer-
n-makers on pictures to be
n such areas as Poland, Tur-
oslavia and Viet Nam, under
ral Media Guaranty Program.
also urged that public support
to the U.S.I.A. budget so
gress will not cut it back and
impair "its vital film pro-
He also suggested that a U.S.
film industry advisory board
eas markets be established to
e the production of films for
on to foreign audiences, par-
in the less-developed areas.
d that U.S.I.A. now has a
of about 1,100 films, and that
ess votes the funds it will
6.7 million in the coming
ar to produce another 20.

ren's Films

Continued from page 1)

the Motion Picture Produc-
le and Advertising Code.
er recommendations are that
stry cooperate with commu-
anizations to reestablish and
the Motion Picture Associa-
lm Library;
xploit subjects such as nar-
d sexual perversion in enter-
films (Vote: 131-23);
de their estimate of average
receptivity and offer more
ruthful, and artistic presenta-

pt to portray American life
ly; to avoid distorting our
ge at home and our image
and control the export of films
misrepresent American life
3-43).

Plan for 'Psycho'

(Continued from page 1)

cock, will also attune patrons to the "No one will be seated, etc." policy Paramount intends to use in first-runs and playoffs here and abroad.

The campaign was outlined at the Paramount home office here yesterday by Hitchcock and Jerome Pickman, vice-president and director of advertising and publicity for the company.

Starting times of performances will be listed in newspaper advertising and broadcasts as a supplement to the special radio spots narrated by Hitchcock. Although tickets will continue to be sold after the start of "Psycho" performances, Pinkerton guards will see to it that patrons stop short of the auditoriums. The public is also being urged not to reveal the picture's ending.

Ads Show Only the Players

Teaser newspapers ads gave way here today to the direct sell. However, stills used with promotional copy do not show scenes from the picture, but only personalities.

Rank Equipment Co. Profit $1,999,244

From THE DAILY Bureau

LONDON, June 13. — Rank Precision Industries, Ltd., the equipment subsidiary of the Rank Organisation, reports a trading profit of £714,016 ($1,999,244) for 1959, which is £62,123 ($173,944) up on the previous year's results.

The dividend of five per cent payable on the company's ordinary stock remains the same as for the 1958 fiscal year.

X.
International
Film Festival
Berlin
June 24 — July 5, 1960

BERLIN AND ITS FILM FESTIVAL
ARE WELL WORTH THE TRIP

HARD-TOP OR NO-TOP...
HERE'S THE SEASON'S HOTTEST
HOT-WEATHER SHOW!

THE RANK ORGANIZATION presents A MARCEL HELLMAN PRODUCTION

FLAME OVER INDIA

Sizzling with adventure and action... from Kalipur to Calcutta! Adventure for everyone from eight to eighty-on

starring **LAUREN BACALL · KENNETH MORE · HERBERT LOM**

also starring
WILFRID HYDE WHITE · I. S. JOHAR

CINEMASCOPE COLOR by DE LUXE

Directed by J. LEE THOMPSON · Screenplay by ROBIN ESTRIDGE

Get it while it's hot.... ...from 20

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 115 NEW YORK, U.S.A., WEDNESDAY, JUNE 15, 1960 TEN CENTS

Y.

ssification
l Sure to Be
introduced

glove's Victory in
ry Assures Reelection

Special to THE DAILY

NY, June 14. — The victory
st week by Joseph R. Young-
publican assemblyman from
vn, in the three-way contest
ngly Republican Fulton and
n counties, not only virtually
his reelection but also the re-
tion of his film classification
he next session of the legis-

glove's bill, which failed of
in the last session, would
the State Education De-
t's Motion Picture Division to

Continued on page 3)

Magna Having
Best Year Yet

Theatre Corp.'s profit this
l be the highest in company
exceeding last year's net of
, George P. Skouras, presi-
he company, predicted yester-
he annual stockholders meet-
here.

is expected to show a net

Continued on page 6)

iates Unit Formed
Industry Museum

rom THE DAILY Bureau

YWOOD, June 14. — Organ-
f Hollywood Museum Asso-
nc., to be a non-profit, tax-
foundation to promote the
d Motion Picture and Tele-
luseum, was announced to-
Sol Lesser, chairman of Los

Continued on page 3)

TelePrompTer to Demonstrate New Subscription TV System Here Today

A new subscription television system has been developed by TelePrompTer Corp. and will be demonstrated publicly for the first time by the company at a press luncheon at 21 Club here today.

TelePrompTer is a producer of large screen closed circuit TV programs, and has the TV rights to next Monday night's heavyweight championship fight at the Polo Grounds here.

International Telemeter's Etobicoke Ont., pay-TV operation is reported to be close to signing an agreement with TelePrompTer under which the telecast of the fight will be made available to Telemeter subscribers there.

According to reports, Telemeter

(*Continued on page* 7)

Quigley Awards Judging Is Today

The annual judging of promotional campaigns submitted by theatre men from all over the world in competition for the coveted Quigley Grand Awards will take place here this afternoon. More than 100 campaigns are up for judging in this year's competition, which marks the 26th in the series of annual Quigley Awards for showmanship.

Top echelon of circuits and indi-

(*Continued on page* 2)

Survey Shows 21 States Levy Admissions Tax

Compo's annual survey of state sales and admission taxes, made public by Charles E. McCarthy, executive secretary, yesterday, shows that 38 of the 50 states now levy state sales or gross receipts taxes, of which 20 are applicable to motion picture admissions. Texas has no general state

(*Continued on page* 2)

'U' 26-Week Net Is $3,695,194

Universal Pictures yesterday reported consolidated net earnings of $3,695,194 for the 26 weeks ended April 30, after a provision of $3,875,000 for federal taxes on income.

After dividends on preferred stock, such consolidated net earnings amounted to $4.04 per share on 892,190 shares of common stock outstanding, excluding shares in the treasury of the company, as of April 30.

For the 26 weeks ended May 2,

(*Continued on page* 6)

REVIEW:

Ice Palace

Warner Bros.

Alaska is a big country, as everyone knows, and so it is appropriate that stories about it should be big, too. In "Ice Palace" Edna Ferber wrote a huge novel covering three generations of characters against the background of the development of the great northern wilderness from the end of World War I to the time it became the 49th state—a span of 40-odd years.

Now Warner Bros. has brought the popular book to the screen almost intact in a mammoth, big-budgeted picture that runs for two hours and

(*Continued on page* 6)

Annual Meet

U. A. Will Sell To Pay-TV; No Plan to Operate

Stockholders Told Further Progress Can Be Expected

United Artists does not plan to operate a pay-TV system but will be a supplier of films to the new medium if and when it becomes a commercial reality, Robert Benjamin, U.A. board chairman, told company stockholders at their annual meeting in the Astor Theatre here yesterday.

Benjamin, who was replying to a stockholder's question, described pay-TV as "another important outlet—but I can't say it's just around the corner." He said, "Unlike the poor theatre men

(*Continued on page* 7)

Arthur Krim

Robert Benjamin

N. J. Allied to Air Ad, Space Complaints

Sidney Stern, president of Allied Theatre Owners of New Jersey, was delegated by members at a meeting here yesterday to visit editors of various Jersey newspapers that have refused to run film ads in a number of recent instances.

Stern, who will endeavor to reach

(*Continued on page* 6)

TELEVISION TODAY—page 7

INNERS ! ELMER GANTRY IS COMING! THRU UA

PERSONAL MENTION

W. WARD MARSH, film commentator of the Cleveland *Plain Dealer*, has been discharged from Akron City Hospital and is completing his convalescence with relatives in Erie, Pa.

•

Blanche Livingston, in charge of publicity for the out-of-town RKO Theatres, will sail from New York tomorrow with her husband, **Albert Levi**, for a vacation in Spain and Portugal.

•

Mrs. Thelma Johnson, secretary to **James Hobbs**, branch manager for Allied Artists in Atlanta, has returned there from Greenville, S. C.

•

Arthur Sulzberger, publisher of the *New York Times*, **Mrs. Sulzberger** and their grand-daughter, will leave here tomorrow via B.O.A.C. for London.

•

Irwin Allen, producer-director of "The Lost World," will arrive here next week from Hollywood.

•

George Tzavallos, writer-director of "Antigone" for Norma Films, and **James E. Paris**, producer, have returned to Greece from Hartford, where they had conferred on plans for the film with **Sperie Perakos**, executive producer, and general manager of Perakos Theatre Associates.

•

Susan J. Frisch, daughter of **Emanuel Frisch**, treasurer of Randforce Amusement Corp., was married here this week to **Roger F. Bloom**, attorney with Goldstein, Golenbock and Barell.

•

Mrs. Ben Grant has given birth here to a daughter, **Lisa Ellen**. Father is with Columbia International, in the operations department. Mother is a former employee of the company.

gems of showmanship!...

SPECIAL TRAILERS

by national screen service

Judging Today

(*Continued from page* 1)

vidual theatre management will make up the panel of judges of the campaigns, which are divided into three separate categories: large situations, small situations, and overseas. The latter classification has attracted entries from such far-off situations as Australia, Hong Kong, India and Singapore, with many of them matching in quality the showmanship of their counterparts in the United States.

Campaigns included in the large situations represent, in most part, the promotion of circuit advertising-publicity-exploitation men, with those in the small situations showing what can be accomplished within small-budget limitations.

Top Officials Participating

The judges for this year's competition include: Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres; Joseph Seider, president, Associated Prudential Theatres; Ned E. Depinet; Eugene Picker, president, Leopold Friedman, chairman of the board, Ernest Emerling, vice-president and director of advertising and publicity, and James Shanahan, assistant director of advertising and publicity, all of Loew's Theatres; Russell V. Downing, president and managing director, Fred Lynch, director of advertising and promotion, and Charles Hacker, assistant to the president, all of the Radio City Music Hall; Emanuel Frisch, treasurer, Randforce Amusement Corp.; Walter Reade, Jr., president, Walter Reade Theatres; Harry Mandel, national director of advertising and publicity, RKO Theatres; Robert K. Shapiro, managing director, Paramount theatre, New York; Gerald J. Shea, president and general manager, Shea Enterprises, Inc.; Samuel Rosen, vice-president, and Harry Goldberg, director of advertising and publicity, of Stanley Warner Management Corp.; and Herman Robbins, president, National Screen Service.

'Hercules' Billboard

LOS ANGELES, June 14—A large 24-sheet campaign is currently blanketing the Greater Los Angeles area preparatory to the mass saturation opening of Joseph E. Levine's "Hercules Unchained." The campaign has placed full-color 24 sheets in every major attention-getting point throughout the ciy.

'Can-Can' at $500,000

"Can-Can," 20th-Fox release in Todd-AO, passed the $500,000 mark in ticket sales at the Rivoli Theatre here yesterday. The film bowed on March 9 on a reserved seat policy.

Special D. C. Screening For 'Stars' on June 21

Special to THE DAILY

WASHINGTON, D.C., June 14.—An invitational preview of Charles H. Schneer's "I Aim at the Stars," the story of rocket scientist Dr. Wernher von Braun, will be held here the evening of June 21 for top government and press leaders. The screening will be hosted by Senators Lister Hill and John Sparkman of Alabama, home state of the Redstone Arsenal at Huntsville and the adopted home of Dr. von Braun.

More than 500 invitations have been extended to every U.S. Senator, ranking Congressmen including members of the House Armed Services and Space Committees, Secretary of Defense, Secretary of the Army, the Chief of Staff, and the nation's top press representatives. Also expected to attend are representatives of the Pentagon, White House aides, the capital's leading by-line political and military writers, the motion picture trade press editors, and key radio and television commentators.

'Spartacus' Booked at Pantages, Hollywood

"Spartacus," Bryna Productions film, has been booked into the RKO Pantages Theatre in Hollywood for an extended, reserved-seat roadshow engagement commencing Oct. 19, it was jointly announced by RKO Theatres and Universal Pictures, distributors of the picture. "Spartacus" will be shown at the RKO Pantages ten times weekly with one performance each evening and matinees on Wednesdays, Saturdays and Sundays.

The Hollywood engagement will be the third in the country, following the New York world premiere at the De Mille Theatre on October 6 and the McVickers Theatre in Chicago opening Oct. 13.

'Wind' World Premiere Set In Dayton, Tenn.

Stanley Kramer's "Inherit The Wind," a film suggested by the Scopes Trial in Dayton 35 years ago, will have its first public American showing in the Tennessee city on July 21, 35th anniversary of the world famous case.

In announcing the premiere Dr. J. J. Rodgers, Mayor of Dayton, said that the premiere will climax festivities celebrating Scopes Trial Day, proclaimed by the city in commemoration of the case.

C. E. Wadsworth Dies

HURRICANE, Utah, June 14.—Carl Eugene Wadsworth, 59, owner of the Hurricane Theatre here, is dead of a heart attack. He is survived by his wife, three daughters and three sons.

Survey Sho

(*Continued from page* 1

sales tax, but does levy a tax missions over $1.05.

In addition, five states, Alask necticut, Delaware, North and Carolina—impose state license motion picture theatres. Film are subject to the sales tax in I while New York imposes a s cense fee on film rentals. Th monwealth of Puerto Rico im 20 per cent tax on admissio 20 cents and a tax of 2 ce lineal foot or fraction on film

New Tax Includes Theat

Although Michigan's stat tax of 3 per cent does not a motion picture admissions, July 1, 1959, an additional g ceipts tax of 7¾ mills was which does apply to gross rec motion picture theatres. Dur past year Arizona increased tax from 2 to 3 per cent and the state sales tax was increas 2 to 2½ per cent in nine coun 2 per cent rate being mainta the other 20 counties. Kent per cent sales tax, which is ap to motion picture admissio comes effective on July 1, 19

A petition has been filed raska which proposed that t constitution be amended to enactment of a general sales tax with a maximum rate of 2 and a graduated income tax ceiling of 4 per cent. Sponsor petition must obtain 42,10 tures by July 7, in order to p proposed amendment on the the November election.

The states' total revenue fr tax on admissions and state fees, with reports from half states unavailable, are runnin ly in excess of $7,500,000 a y

aircraft: COMET
(pure jet!)
flight: MONAR
(de Luxe and First Cl
frequency: NIGHT
(leaves New York at
destination: LONDO

reservations through your Trave
BRITISH OVERSEAS AIRWAYS COR
Flights from New York, Boston, Detroit, San Francisco, Montreal. in Atlanta, Dallas, Los Angeles, M adelphia, Pittsburgh, Washington,
Winnipeg, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywoo Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the worl Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrc Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 tim as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single c

EOPLE

hnston, president of the Mo- ire Association of America, in Washington this week at n given for the Rt. Hon. Nutting, former Minister of Foreign Affairs in Great ho is now associated with gel in the production of a film dealing with the life of **Col. T. E. Lawrence** of

☐

A. Grecula has resigned as -publicity director of the Community Theatres, Hart- in Tolis Theatres there as of the Newington Theatre ant to **Charles Tolis** in the al end. No successor to at Community has been

☐

W. Friedman, distributor of pictures in the Washington has moved to new quarters 14 9th Street, N. W.

☐

Gennaro, formerly Eastern nanager for Citation Films been named general man- ctive today.

☐

uckey and **Charles Locke,** dsburg, Pa., are building a -in theatre in the Pocono area. It will be called the Drive-in, with bookings y Milgrim Booking Service lphia.

ication Bill

ntinued from page 1)

as suitable for patronage by attending elementary and schools in the state and vide for the issuance by the f a seal or certificate of o the producers, exhibitors utors of such releases.

ve, who was first chosen as of the assembly at a spe- on on Feb. 18, 1941, and in each successive assembly made no secret of the fact t this year's measure, which sed the lower house despite otion picture industry op- ailed to reach a vote in the ly because of the closeness- ment factor.

he general opinion on capi- at the proposal would have oved by the senate, too, if e taken.

next session, the plan is to the bill earlier—assuming the as not changed. Younglove's ip on the powerful assembly mittee is "plus" on any ma- tion he advocates. He is man of the important as- mmittee on taxation.

Coast Museum Plans Told

(Continued from page 1)

Angeles county-sponsored Hollywood Museum Commission, at a rally of top film and TV stars and executives at the Screen Directors Guild Theatre.

At the same time, the first full-scale "preview" of plans and exhibits of the museum, to be built under county auspices on Highland Avenue opposite the Hollywood Bowl, was given.

Now 'Reality,' Says Lesser

In disclosing the plan for Museum Associates, Lesser, who pointed out the museum is now a "reality," named following as organizers:

Lucille Ball, E. O. Blackburn, Samuel Briskin, Daken Broadhead, Victor Carter, Hernando Courtright, Arlene Dahl, A. E. England, Norman Freeman, Mrs. Cecilia DeMille Harper, Mrs. Jean Hersholt, Mrs. Leland Atherton Irish, Mrs. Mervyn LeRoy, Mrs. L. B. Mayer, Otto K. Olesen, Mrs. Edward G. Robinson, Mrs. Mendel Silberberg, Charles Toberman, Gwynne Wilson, Jack Wrather.

Among purposes of the organization, according to Lesser, are to "promote the interests of the museum, support its activities, foster awareness throughout the world of significant achievements of American motion pictures and television, and arrange for individual social affairs and numerous other activities connected with the museum."

Plans Presented

William L. Pereira, whose planning and architectural firm has been commissioned to develop the schematic study of the museum, presented plans and sketches of a huge rectangular structure, more than 50 feet high and 450 feet long, inside which a series of floating platforms, connected by ramps and escalators, will provide an open and completely flexible exhibition area for both temporary and permanent displays.

Part of the central building will be devoted to demonstration of motion picture and television production, including a modern soundstage, TV studio and exhibits of animation, editing, lighting, cinematography, makeup and other professional techniques. A completely equipped theatre will allow presentation of famous films, special concerts of motion picture music, and lectures on subjects related to films and TV.

Classrooms Provided

An adjoining office tower will provide space of administrative offices, library facilities and classroom and workshops for students.

Other features of the museum include a restaurant and a group of shops and concessions.

Provision will be made to make changes and additions as the history of films and TV changes, Pereira said, in order to make the museum "not a repository for dusty relics but a dynamic exposition of a creative and exciting art form and industry."

Sidney P. Solow, chairman of archives committee disclosed that the work of acquiring historic American films is already under way, and that assurances of complete cooperation have been received from the Academy of Motion Picture Arts and Sciences, the Academy of Television Arts and Sciences, the Museum of Modern Art, Eastman House, Cinematheque Francaise and the Library of Congress.

Following the showing of clips from historic motion pictures and television kinescopes, a demonstration of videotape recording, latest in electronic processes, was given by Art Linkletter and John Guedel productions.

George Murphy was master of ceremonies for the program, which preceded a reception.

Exhibits placed in the theatre's foyer, as examples of what the museum might contain, included wax figures of Greta Garbo, Jean Harlow, Rudolph Valentino and Will Rogers, created by Katherine Stubergh; artifacts from the collections of Sol Lesser and the late C. B. DeMille; dioramas created by Richard Whorf; and the latest in motion picture and color television cameras.

5 Signed to Exploit 'Hercules Unchained'

Five veteran exploitation specialists have been engaged by Embassy Pictures to augment the Warner Brothers field force in the regional saturations of Joseph E. Levine's "Hercules Unchained," it was announced by Embassy vice-president Eddie Solomon.

The exploitation specialists include Harry Freeman, Philadelphia; Ralph Jaffe, working under the direction of Warner Brothers Max Bercutt, Los Angeles and the surrounding territories; Willard Coghlan, Seattle; Jack Wedoll, Denver; and Paul Montague, Chicago.

Silver Rites Tomorrow

Funeral services will be held at noon tomorrow at Universal Funeral Chapel, Lexington Avenue and 62nd Street, for Frank Silver, 58, composer and conductor, who died yesterday in Brooklyn Jewish Hospital following a cerebral hemorrhage. His best known song probably was "Yes, We Have No Bananas," widely popular in the twenties. He had headlined his own revues on the Loew's, Keith and Orpheum circuits. Silver is survived by his wife, Vicky, and two sons by a previous marriage.

'Alamo' 3 Hrs., 20 Min.

John Wayne's "The Alamo," in Todd-AO and Technicolor, will run for three hours and 20 minutes. Scoring of the film by Dimitri Tiomkin has been completed, and a first order of twenty prints, to cost $200,000, has been placed by Wayne. "The Alamo" will be presented on a roadshow basis throughout the world as a United Artists release.

Urges Worldwide Industry Campaign

By SAMUEL D. BERNS

HOLLYWOOD, June 14. — "An enormous campaign is needed to rebuild Hollywood's motion picture position in countries around the world, Mark Robson, producer-director of 20th Century-Fox's soon-to-be-released "From the Terrace," stressed in an interview today following his return from a six-week global trip.

Robson, visiting Japan, Hong Kong, Thailand, India, Burma, Cambodia, Israel, France and England, reported a loss of prestige of American films, with critics jumping on our films, countries imposing greater license restrictions and failure of star impact to lend importance to product, since all film producing countries have produced their own stars to compete with ours.

Sees Realism Wanted

The need for product is worldwide, but the foreign exhibitor will not hesitate to play a Polish or German picture in preference to one from Hollywood if the film offers a more realistic projection of life, Robson said.

Robson proposed that the industry get together as a whole and sponsor actors, writers, directors, producers, publicity men and others who can act as good-will ambassadors to go to far off places, meet the people, the critics and men of influence. This, he said, would afford them a feeling of what the world wants.

Calls U.S. Films 'Too Slick'

Robson also pointed out that the world wants films with a strong personal point of view, films that have content and action that any country can understand. "We here have a tendency to make films too slick. Everything is the same, sterile sets, clothes, regardless of a character's income, look too beautiful," he said, and added:

"We minimize festivals. We need to make a greater showing at each festival with films entered that have not been shown here, so they can be 'discovered' by the festival judges.

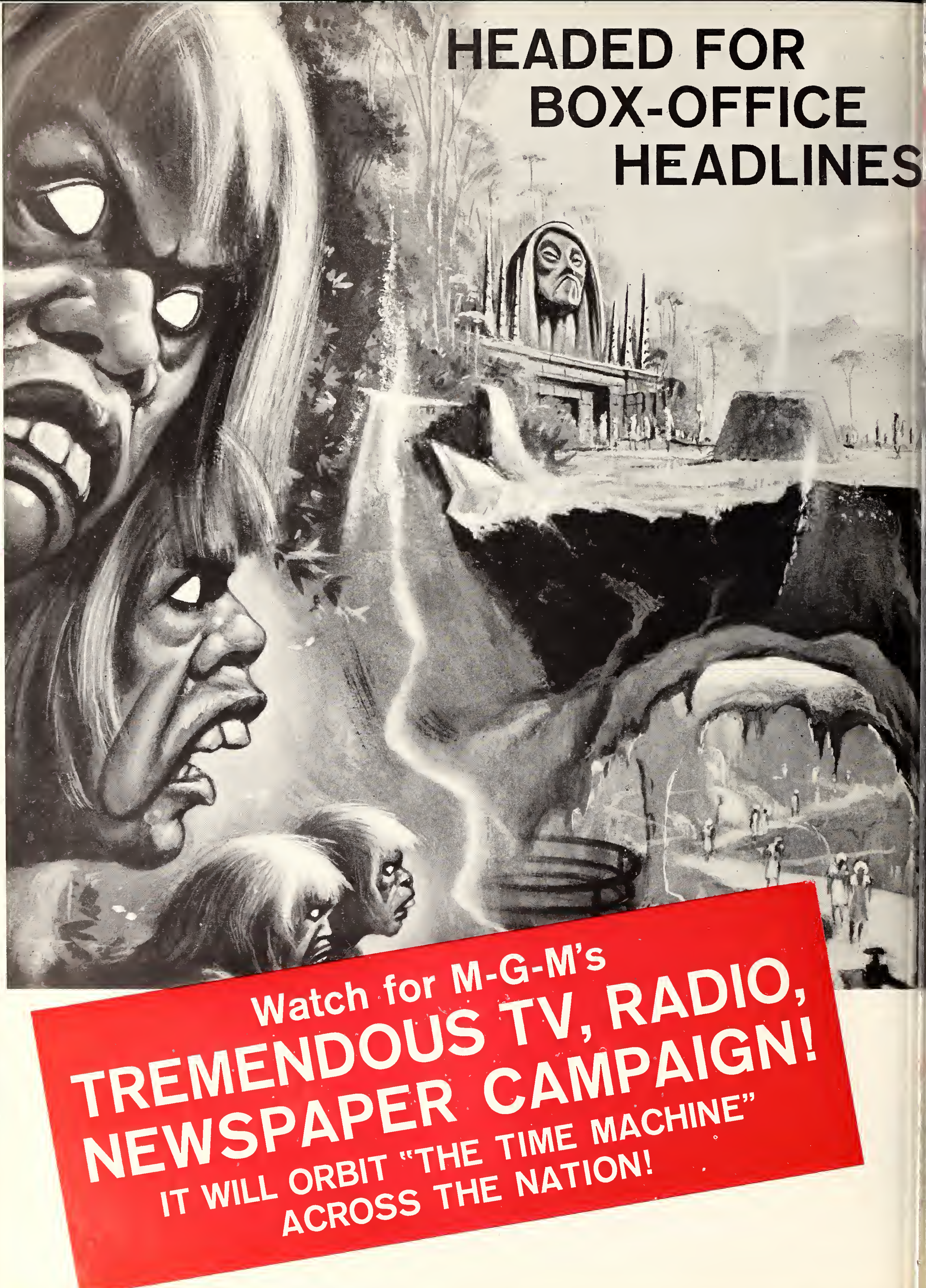
"Films that become the target of pressure groups in the U.S. are more apt to be regarded as important abroad. However, films that are good for the foreign market are bound to be good for domestic market."

Will Tour for 'Terrace'

Robson, who directed "Peyton Place" and is ready to make a three-week trip around the country to build interest in his latest, "From the Terrace," confronted by the fact that these are two salacious novels, said that he was only interested in lifting the story material, which was most interesting, and transposing it with good taste for the screen.

Questioned on whether he would like to make a film abroad Robson concluded "Hollywood is still the best place to make a picture."

HEADED FOR BOX-OFFICE HEADLINES



Watch for M-G-M's

TREMENDOUS TV, RADIO, NEWSPAPER CAMPAIGN!

IT WILL ORBIT "THE TIME MACHINE" ACROSS THE NATION!

. WELLS'

THE TIME ACHINE

AMAZING SIGHTS IN FUTURISTIC COLOR!
A New Star!
starring LIFE MAGAZINE COVER GIRL YVETTE MIMIEUX

TRIPLE TERRIFIC!

❶ All the fascination of science-fiction at its GREATEST!

❷ All the chill-thrills of a masterpiece of horror!

❸ Not since H. G. Well's "War of the Worlds" *(also a George Pal Creation)* has the screen seen anything like it!

METRO·GOLDWYN·MAYER
presents
A GEORGE PAL PRODUCTION
STARRING
ROD TAYLOR
ALAN YOUNG
YVETTE MIMIEUX
SEBASTIAN CABOT
TOM HELMORE
Screen Play by DAVID DUNCAN
Based on the Novel
by H. G. WELLS
METROCOLOR
Directed by GEORGE PAL

W BOOKING LIKE WILD FIRE!

ne Machine" goes into high gear as saturation
cings are set across the nation. High-powered
-M showmanship swings into action with
tiple runs backed by newspapers, TV and radio
ll top markets.

Magna's Year

(*Continued from page 1*)

profit of at least $500,000 for the first six months of the present fiscal year, ending July 31, as compared with a net loss of more than $100,000 for the same period last year.

The profit will be derived exclusively from the $1,500,000 profit the Todd-AO production of "South Pacific" is expected to net. Magna's share of that sum will be one-third, and the rest will be divided among United Artists Theatre Circuit, Inc., Rodgers and Hammerstein and 20th Century-Fox, according to A. E. Bollengier, Magna vice-president and treasurer.

'Pacific' at $19,600,000

Skouras reported that gross film rentals from "South Pacific" reached $19,600,000 on June 1.

"The extraordinary length of Todd-AO runs abroad," he said, "has meant that, as yet, the 35mm CinemaScope version of the picture has not been released in the overseas territory. On the domestic scene, a very large number of potential engagements for the 35mm version remain to be played."

The president said that "Oklahoma," also in its Todd-AO version, was released in the United Kingdom with "gratifying" results, although it played there four years ago in 35mm. The same plan is to be used in the U.S., he added.

Todd-AO Corp. has progressed to the point where it is able to pay interest on its loans, Skouras said, and stated that subsequent to "Can-Can" and "The Alamo" the company will be able to make payments on the principal of these loans.

Film on Constantine Planned

He said the company has been working for the past two years on a picture based on the life and times of Constantine and Helena. A screenplay has been written, director and cast are now being engaged and the production is expected to begin late this summer.

Magna now derives about $60,000 a month from its Sound Services, Inc., it was reported. That company, acquired from the Westrex Corp., processes 35mm and 16mm, in addition to Todd-AO 70mm, and also provides recording services for the radio, phonograph and TV industries.

In answer to a stockholders question, it was said that Magna might be in a poistion to declare a dividend on its common stock during the next three years.

Sees Toll-TV Unwanted

Skouras reassured shareholders on the outlook for toll-TV. He estimated that it would be insignificant for the next five years, largely because the public does not want it.

Reelected as directors of the company were Skouras, Bollengier, MacMerrill Birnbaum, Irving Cohen, Oscar Hammerstein II, Herbert P. Jacoby, James M. Landis, R. A. Naify and Joseph M. Sugar. Bollengier was elected a director to represent preferred stockholders.

Ice Palace

(CONTINUED FROM PAGE 1)

23 minutes. Starring Richard Burton, Robert Ryan, Carolyn Jones, and Martha Hyer it is true to the spirit as well as the length of the original.

As a novelist Miss Ferber has always been long on plot and short on characterization. Such was the case again in "Ice Palace," which overcame lukewarm book reviews to hit the best-seller lists for 22 weeks. It was also serialized in the *Ladies Home Journal,* which is a tip-off to the nature of the audience appeal the film will have. This is a "woman's picture"—if ever there was one.

Stripped down to its essentials—not an easy thing to do with such an involved plot—"Ice Palace" is the story of two men who meet in Alaska, become fast friends, and then are driven apart over the years by circumstances. One of the men is an idealist whose dream is to be a real pioneer and help to make Alaska great; the other is an opportunist who wants only to exploit Alaska for its wealth.

The first rift in the friendship comes when both love the same woman, and it is not solved when the opportunist bows out and marries another girl for her money. The idealist then weds an Eskimo girl who dies in childbirth. Years later the son of this marriage falls in love with the daughter of the opportunist and they are married against parental objections on both sides.

The third generation is then represented by the beautiful daughter of the second-generation couple. Both the idealist and the opportunist are her grand-parents, of course, and they vie with each other in rearing her and controlling her affections. Through the conniving of the opportunist she almost marries the wrong man.

At the end the two protagonists become grudging friends again when the opportunist rescues the idealist after his plane crashes in a snow storm.

SOUND COMPLICATED? You bet it is, but Miss Ferber is a skillful (if superficial) story-teller who knows how to keep a plot spinning through numerous strands and intricacies. She moves and manipulates events so quickly and glibly it is enough to set the head of the average spectator swimming. It is also enough to keep that ordinary viewer from noticing gaps in logic or from minding abrupt transitions in time.

What is more, Vincent Sherman is a motion picture director who can match the slickness of Miss Ferber in his field. He sets a smooth and steady pace throughout and gets from his cast performances perfectly attuned to the story-book manner—Burton as the opportunist; Ryan, the idealist; Miss Jones, the woman they both love; Miss Hyer, the rich girl wed for her money by Burton; and a large, large supporting cast. He has also used some fine location photography in Technicolor to indicate the beauty and vastness of that land to the north. Henry Blanke produced the film.

In adhering to the simplicity and directness of the Ferber original in his script it is especially notable that writer Harry Kleiner has made no exception in the treatment of sex. Miss Ferber has always been most discreet in handling it; for instance, when the "Ice Palace" heroine thinks the opportunist is proposing that she become his mistress, she recoils in horror. What a refreshing change in these days of "adult" films!

Running time, 143 minutes. Release, in July.

RICHARD GERTNER

'U' Handling 'Pharoah'

Universal Pictures has concluded a deal with Giogrio Venturini, representing Vanguard Films of Rome, to handle the worldwide distribution of "Pharoah's Woman." The picture has just gone into production in Rome in wide-screen and color. The film stars Linda Christal and John Drew Barrymore.

Handley Services Held

DALLAS, June 14.—Funeral services have been held here for Lee O. Handley, 68, owner and operator of the Arcadia Theatre here since 1932. A member of the Texas Bar Association and the Variety Club of Dallas, he is survived by his wife and four sons.

New Buying Firm

Adolph Herman, operator of the Jewel Theatre in Brooklyn; the Fine Arts Theatre, Hempstead; and the Far Hills Theatre, Dayton, Ohio, has formed Theatre Bookers, Inc. a film booking and buying organization to service theatres locally and nationally in the art theatre field. Sidney Klein, formerly of the Island Theatre Circuit, has been appointed general manager and head film buyer of the new organization.

'Bells' Opens June 23

"Bells Are Ringing," Metro-Goldwyn-Mayer release starring Judy Holliday and Dean Martin, will have its world premiere at the Radio City Music Hall on Thursday, June 23.

TENT TAL

Variety Club New

DETROIT – Plans for supp
the Variety Growth and Develo
Center at the Children's Hospi
Michigan will be advanced at a
ing to be held by Tent No.
June 20.

The next day the Barkettes wil
a luncheon at the Town Pump
honoring their outgoing pres
Mrs. Carl Buermele.

The Tent No. 5 annual gol
outing party will take place or
27 at the Tom O'Shanter C
Club.

N. J. Allied

(*Continued from page* 1)

an understanding with editors
will make possible specific gui
for the exhibitors affected, als
report the complaints of Jersey
members of instances of news
curtailment of film and theatre
and publicity, while an incre
space allocated to television and
was noted.

Jersey exhibitors complained
meeting that several newspaper
refused to run the standard a
for "Suddenly Last Summer," n
cause of anything in the ad itsel
they said, because newspaper
received complaints about the
The papers concerned, nevert
offered to run an ad in type,
rejecting the mat, it was state

Production Company Approv

The plan for a new exhibitor
sored film production compan
discussed and, Stern said, "W
willing to help in any way w
The product shortage is our mos
ous problem. Television comp
doesn't bother most of us. Gi
good pictures and we can st
business."

The meeting commended Com
its work to date on obtaining t
exemptions from the new F
minimum wage legislation. Als
cussed were pay-TV developm
proposal for selling tickets to
Can" performances at other th
for a 20 per cent commission, C
bia's policy with respect to it
trailers, and late availability of
dus" for Jersey theatres.

'U' 26-Week Net

(*Continued from page* 1)

1959, the company sustained
solidated loss of $533,266 after
income tax benefits of $365,0
ordinary operations. This, afte
viding for dividends on preferred
amounted to 68c per share on
254 shares of common stock out
ing at May 2, 1959. This loss w
clusive of a profit of $3,667,387
taxes, resulting from the sale
studio.

Consolidated net earnings f
first quarter ended Jan. 30, 196
$1,857,039 after provision of $
000 for taxes.

A. Will Sell

(*Continued from page* 1)

may have to face competition the new source as well as from TV, United Artists does not own es. We are making films for tele- now. We would continue to y films to toll TV, but we would perate a system of our own."

annual meeting reelected U.A.'s rectors and approved a proposal crease the authorized number of common shares from 1,600,000 500,000, thus increasing the total er of authorized shares from ,000 to 3,300,000.

njamin explained that the newly rized common shares can be for conversion of Class B stock, reviously authorized stock options for future capital requirements as opportunities to acquire new rties or businesses. He said no acquisitions are in view at the nt time, but management regards prudent to have the stock avail- should opportunities arise.

Quarter Earnings $788,000

njamin reported U.A.'s first quar- et earnings this year were $788,- compared with $712,000 in the first quarter. The company's l-wide gross for the period, which d April 2 last, was $23,188,000, st $19,297,000 for the corre- ling period last year.

thur Krim, U.A. president, told stockholders continued progress e part of the company could be ted during the foreseeable fu- due in large part to what he d the largest number of films ockbuster potential completed, in and in preparation, in the com- 's history.

im said 1960 releases will total t 36, compared to 42 last year, a number of lower budget films, type since eliminated from the lule, were included. The 1960 uction inventory will represent an tment of about $60 millions com- l to $55 millions last year.

eport Made on 6 Productions

ockholders were told that of six r productions released by the any last year, five will show sub- ial profits, giving U.A. participa- income in addition to distribution ges. Krim declined to name the profit exception referred to in group.

said that of U.A.'s various new ting divisions, the record com- and television activities are to contribute a healthy share to lidated earnings and will add antially to U.A.'s net asset value e future.

spite the "giant steps" which he U.A. had taken in diversifications, Benjamin told the stockholders that the company's major activity will continue to be production of films for the theatrical market.

The directors who were reelected in addition to Krim and Benjamin, are: Seward I. Benjamin, Robert F. Blumofe, Robert W. Dowling, Joseph Ende, Leon Goldberg, Herbert L. Golden, William J. Heineman, Seymour M. Peyser, Arnold M. Picker and Max E. Youngstein.

EAST COAST
MOTION PICTURE PRODUCTION,
DITORIAL and TECHNICAL SERVICES
℞ FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE PERSONAL SUPERVISION
PH JOSEPHSON
rcle 6-2146
45 West 45th St.
New York 36

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

ONE OF the busiest men in TV, Bud Collyer decided (his medico insisted) to take a well-deserved vacation for a week and Sonny Fox will sub for Bud all this week on "Beat the ABClock." . . . Carl Watson, new NBC director of continuity, started as a page back in May, 1938. . . . The Chick Vincent Co., one of the radio pioneers (Pepper Young's Family, Life Can Be Beautiful, The Shadow) has merged with Faillace Prod. with Chick becoming vice-president in charge of programs and productions. . . . When Maestro Paul Taubman will baton his NBC Orchestra at Long Beach July 4 and will feature Andy Kirk's stirring new patriotic hymn, "My Fav'rite Initials Are U.S.A." . . . Lo, the poor songwriter at election time, Tunester Henry (Miss You) Tobias writes us from the Fontainebleau in Miami Beach that he's in a bit of a quandary; "Being a registered Democrat," sez Henry, "I naturally wrote a theme song for Kennedy called, 'The Remedy Is Kennedy'." (cleffed with Ira Callman.) "But," he adds, "The other side rates equal consideration, so, in collaboration with George Solitaire, I also composed 'We're Fixin' A Date With Nixon'." Now suppose someone else is nominated—oy vay, are we out on a limb?" (Perhaps the better word is limbo—of the lost.) . . . ABC-TV has what it believes will prove to be another "77 Sunset Strip" in "Surfside Six," a multi-sponsored full-hour adventure series to be filmed in Miami regions and skedded for Mondays (8:30-9:30 P.M.) starting Oct. 3. . . .

☆ ☆ ☆

Betty Cox

Betty Cox, featured on the "Lawrence Welk Show" and more recently on the "Breakfast ABClub" series, flew home to Denver last week for a well-deserved vacation. That's howcome she was booked for a month into Denver's famous Hennitzes' Bistro. Her guitarist, none other than Jimmy Atkins, former ace side man with Fred Waring. . . . J. F. Film Service signed to furnish original music and editing chores for Heritage Productions' new sportseries, "Magic Moments In Sports," featuring Leo Durocher as host-commentator. . . . Pulitzer Prize-winner ("The Shrike") Joseph Kramm has signed Dane Clark to star in "Giants, Son of Giants" when it opens on Broadway early next year. Kramm directed Clark when the latter starred in the west coast version of "The Shrike." . . . Irving Mansfield left last week and Peter Arnell planed out yesterday to join him in a search for new faces and talent for their forthcoming "Talent CBScouts" series which bows in Aug. 1 at 9 P.M. (EDT). Producers Mansfield and Arnell will cover, San Francisco, Los Angeles and Las Vegas. . . . MGM-TVeep Bob Weitman has named Norman Felton, director of programs, starting July 1. Felton will leave his post with CBS-TV (west coast) where he compiled an enviable reputation as producer-director of "Studio One" and winner of "The Christopher" and "Sylvania" Awards.

House, Senate to Meet On Foreign Tax Credit

From THE DAILY Bureau

WASHINGTON, June 14. – The House and Senate have agreed to hold a conference on the bill to permit taxpayers to elect an overall limitation to the foreign tax credit. The measure was passed in differing form by each body.

'Jack' Release Follows Pattern for 'Mouse'

The Boulting Brothers' "I'm All Right Jack," a Columbia Pictures release, will follow a release pattern similar to the one established for "The Mouse That Roared," previous Peter Sellers starrer released by Columbia, it was announced by Rube Jackter, vice-president and general sales manager.

Jackter said that the comedy, which has been playing to near-capacity audiences at the Guild Theatre in New York, has been booked into the MacArthur Theatre in Washington, D.C. for a July opening. "The Mouse That Roared" had its American premiere at the MacArthur last October and opened at the Guild shortly thereafter. The general sales manager stated that it was likely that "I'm All Right Jack" would play many of the same theatres.

TelePrompTer

(*Continued from page* 1)

will charge its maximum price of $2, the most its coin deposit attachments can accept for a single program, but International Telemeter will pay TelePrompTer a premium to make up part of the difference between the pay-TV price and that charged for the large screen, closed circuit telecast of the fight at a local theatre and the Toronto ball park. Those charges average about $5.

Telemeter reportedly is anxious to offer the title fight to help foster the idea that the big events will be on pay-TV, but TelePrompTer has been seeking a formula to obtain a subscriber fee in excess of Telemeter's $2 maximum to lessen potential damage to the "gate" at the two Toronto large screen locations.

Title Fight Set for 12 CATV Systems

Twelve community antenna television systems, serving a total of 22,500 homes, will carry the telecast of the Johansson-Patterson world heavyweight championship fight next Monday night. It will be the first major sporting event to be made available over community antenna systems.

Irving B. Kahn, president of TelePrompTer, which owns the TV rights to the fight, said the telecast would be carried by the company's own four community systems and eight others at a $2 per set premium. Community antenna systems normally receive network programs from distant cities and amplify them for transmission by cable or microwave relay to individual TV sets in the community served. Subscribers pay an initial connection charge and a monthly service fee.

The decision to make the fight telecast available was based on a test of the public's willingness to pay for witnessing special events on TV, Kahn said. Subscribers were asked to authorize voluntarily an additional charge of $2 on their monthly bill, and response was excellent, he said.

TelePrompTer's community antenna systems are located in Liberal, Kansas; Farmington and Silver City, N.M., and Rawlins, Wyo. The telecast also will be carried by Harbor TV, Aberdeen, Wash., one of the largest systems in the country, and by seven community systems in Arizona, all owned by Antennavision, Inc.

Previously set to take the fight telecast were about 250 locations with over 700,000 seats, of which almost half are theatres and the remainder, arenas, ball parks, auditoriums and the like, which will charge an average of $5 per seat.

musifex co
45 w. 45 st. n.y.c.
music for tv
series — spots
ci-6-4061

250 Are Expected At Lodge Golf Fete

A record turnout of over 250 assorted golfers, "goofers," and gin rummy players and "kibitzers" in all three classifications are expected at the Ryewood Country Club at Rye, New York, tomorrow for the ninth annual running of the film industry golf tournament and funfest sponsored by New York's Cinema Lodge of B'nai B'rith as a means of bringing entertainment industryites of all faiths together for a day of sport, fun and good cheer.

With rain predicted for today, exhibitors were playing percentages instead of paying them that tomorrow will be a sunny day since three out of the past four have been rainy. Cinema Lodge president Abe Dickstein was playing it safe in announcing that participants could call the club at TEnnyson 5-1400 if the deather is doubtful tomorrow and the operator will provide information regarding conditions on the course.

Scores Requested by 5 P.M.

Tournament chairman Martin Levine and co-chairman Marvin Kirsch announced that all scores will have to be turned in before 5 P.M. for participants to qualify for the foursome winner; foursome runner-up, low net; low gross, driving, putting and other prizes. A record 40 foursomes are expected to tee off during the day and their number will be swelled by the large contingent expected for the banquet in the evening at which mere presence is almost sufficient to guarantee the winning of one of the many door prizes made possible by the donations of more than 50 industry organizations including film companies, circuits and vendors. William J. German has again posted the prizes for the foursome winners, and National Screen Service for the foursome runners-up.

Three on Working Committee

The working committee at the tournament tomorrow will consist of Herb Berg, Cy Seymour and Mrs. Tessie Linn, secretary of Cinema Lodge. Milt Livingston of Universal, who has been publicity chairman of the tournament, paid tribute to the industry's trade press for their support in helping to turn out the record crowd which is anticipated.

Levine stressed that there is still time for anyone in the industry or their friends to enter the tournament by calling the Cinema Lodge Office today before 4 P.M.

Md. Drive-In Joins TOA

Richard B. Young of the Crystal Theatre Corp., Cumberland, Md., has enrolled his Crystal Drive-In, Cumberland, in both Theatre Owners of America and its Maryland affiliate, Maryland TOA, it was announced by Albert M. Pickus, TOA president, and John G. Broumas, president of the Maryland unit.

REVIEW:

Tarzan The Magnificent

Weintraub-Hayutin Prod.—Paramount

LOCATION FILMING IN Africa, the use of Technicolor and a substantial story played out by good-looking women and the best and worst sort of men make "Tarzan the Magnificent" a picture superior to most of those made previously about Edgar Rice Burroughs' heroic ape man.

Gordon Scott plays the jungle landlord and John Carradine his most grizzly foe. Carradine's four sons also are murderers and plunderers, so it is Tarzan's duty to bring them to justice, or what few of them are alive at the end. With the eldest son, big Jock Mahoney, as his prisoner, Tarzan is joined on the trip through tribal country and quicksand by sultry Betta St. John and her cowardly husband, Lionel Jeffries; and by a younger pair, Alexandra Stewart and the man she comes to love in the steamy brush, Charles Tingwell.

Tarzan kills snakes, frightens tigers, plugs the criminals with bow and arrow and converses in jungle-ese with ease. Most of his companions are brought to safety but not Miss St. John. She helps Mahoney escape and when he deserts her she is advanced upon by a lion. Later, the audience sees only her bloody scarf. Mahoney kills Carradine when he means to kill Tarzan and this is a crusher. Tarzan turns him over to police and returns to his marvelous jungle.

A Sy Weintraub-Harvey Hayutin production for Paramount, "Tarzan the Magnificent" was directed by Robert Day from Berne Giler's succinct screenplay. Most of the picture was filmed in Kenya, East Africa. This, the second Tarzan picture made by Weintraub and Hayutin, is impressive. Its expense is evident. Running time, 88 minutes. Release, in July.

SAUL OSTROVE

Four Harris Theatres Taken Over by Stern

Special to THE DAILY

PITTSBURGH, June 14 — Ernest Stern's Associated Theatres took over the four Pittsburgh houses owned by the Harris Amusement Corp. at the weekend, finalizing the oft-rumored sale of the four houses, the J. P. Harris, the Liberty, the Denis and the South Hills.

James Balmer, secretary of the Harris Amusement Corp. and George W. Eby, treasurer, signed over the ownership papers for John H. Harris, president, who now lives on the West Coast. He is the "Ice Capades" producer.

The sale of the four houses leaves the Harris chain owning only two theatres, one in St. Marys, and the other in Huntington, Pa. At one time there were 40 houses in the chain.

The Harris Amusement Co. office building on Bigelow Blvd. was not included in the transaction, according to Balmer.

The Stern group now owns eight indoor theatres and 11 drive-ins in the Tri-State area. Stern said that he would continue the first-run policy at the J. P. Harris Downtown and a double feature operation at the three other neighborhood houses. Tony Coutsoumbis continues as manager of the J. P. Harris.

'Palace' to Palace

"Ice Palace," a Warner Bros. release, will have its New York premiere at the RKO Palace Theatre this summer.

Md. TOA to Hear Talk Against Toll Video

Special to THE DAILY

BALTIMORE, June 14.—Philip F. Harling, chairman of Theatre Owners of America's Anti-Pay-TV Committee, and the industry Joint Committee Against Toll-TV, will carry his campaign against toll television to Maryland on June 29, it was announced by John G. Broumas, president of the TOA-affiliated Maryland Theatre Owners Association.

Broumas said that Harling will join the list of speakers at the annual meeting of the Maryland unit at the George Washington Hotel in Ocean City, June 28-30. Others at the convention will be Sumner M. Redstone of Boston, the key-noter; Albert M. Pickus, national TOA president; S. H. Fabian, treasurer of TOA and chairman of ACE; A. Julian Brylawski, president of the Washington, D. C., unit of TOA; Mrs. Margaret Twyman of MPAA; and Roger H. Lewis of United Artists.

'Ten' Big in Re-Runs

Cecil B. DeMille's "The Ten Commandments," which returned to Loew's and other neighborhood theatres in the greater New York-New Jersey area last Wednesday, has turned in a smash gross in the first five days ending Sunday, theatre reports disclosed. At 26 Loew's houses, the picture grossed $191,705 Wednesday through Sunday, with a tremendous $225,000 anticipated for the week. The current engagement of "The Ten Commandments" marks the second time the Paramount release has played the entire Loew's circuit.

Film-Making in Is Not Easy, Says Pro

The difficulties in making
in Israel were traced here this
the language problem (Isra
suffer greatly when they are
the Arab boycott of product,
cause it is hard to find authent
beyond propaganda vehicles a
young nation.

These, and other pithy obs
on the growing pains of th
Israeli industry, were made by
Nussbaum, a 28-year-old
rector-producer who was born
many, took his degree in the c
the University of Southern C
and has been an Israeli citiz
of his life.

Has Finished 'Blazing Sa

Nussbaum recently comple
first feature-length film,
Sands," in color. Interviewed
office of Nathan Podhorzer,
Casino Film Exchange, Inc.,
scribed it as a "commercial fi
some aspirations toward the
Columbia is distributing it in
and Austria, beginning July
producer now seeks an Ameri
tributor for the film which wa
outside competition this
Cannes.

Nussbaum said that Otto
er's "Exodus," now shootin
Haifa, has not and will not af
industry in Israel, except to am
excite theatre patrons. Isra
among the most active film-
the world.

No Israeli 'Industry'

Because there is no "indu
such in Israel, Nussbaum said
forced to shoot his film enti
location, interiors to boot. He
Aviv has two primitive studio
are devoted to the production
reels, commercials and pro
films for the government.

Nussbaum's company, Ran F
Tel Aviv, co-produces its pictu
the Aero Film Co. of Berlin,
assuring the pictures of Germa
dates. But the producer said h
be lucky if his picture secured
cent of its cost through Israeli
tion. He may decide to make m
tures in Germany, where
worked before.

Guarantees for '11 Over $1,000,000

"Oceans 11," made by Fran
tra's Dorchester Productions f
ner Brothers release, already h
than $1,000,000 advance gua
in only 17 bookings, even tho
hibitors have not yet seen it,
Boasberg, WB general sales m
said yesterday.

Boasberg pointed out that n
ner picture has ever received
terms than "Ocean's 11." He
will play in more than 300 ke
ing August and 124 bookings
ready been confirmed.

Plans are now underway
picture to have its world prem
Las Vegas on Aug. 3.

All
the News
That
is News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 87, NO. 116 NEW YORK, U.S.A., THURSDAY, JUNE 16, 1960 TEN CENTS

ITORIAL

ıity is the Key

By Sherwin Kane

E effectiveness of united industry
tion is being demonstrated once
ore in the success thus far of the
ıaign of education to acquaint
gressional committees with the
ns why theatres should be ex-
ed from new federal minimum
legislation.

e campaign has been directed by
po, whose membership includes
ibutors as well as exhibitors, and
as had the full cooperation of
ized exhibition.

rhaps one of the most effective
es of the campaign has been the
writing by grass roots exhibitors
embers of the house and senate
mittees considering the new leg-
on. They are to be credited with
g presented to the law makers
concerning the theatre labor
tion of which most of them pre-
bly were unaware beforehand and
h won over legislators previously
ferent to an exemption for thea-

•

ere would seem to be very little
tion that legislation intended to
minimum wage standards to
ime employes of regulation busi-
and industry should not be made
ply to the part-time employes of
res, the continued existence of
of which is so precarious that
nception of higher minimum wage
dules might well spell their end..
is would, of course, result in the
of employment not only to those
om the new minimums would ap-
but also to unionized and man-
ial employes unaffected by the
lation.

r the most part, the theatre em-
es who would be affected by the
minimum would be young stu-
s working in theatres in spare
, or over-age persons supplement-
social security or meager pension
nents or other retirement income.

•

in the case of the successful cam-
n for federal admissions tax re-
several years ago, exhibitor unity
lemented by the cooperation of
industry elements, did the job.
demonstrated effectiveness
ld seem to commend to exhibition
ermanently unified organization
as has been envisioned for years
ar-seeing leaders. The times and
problems call for a new examina-
of the possibilities of unification.

TOA Head Holds Theatre Divorcement Responsible for Production Cutbacks

From THE DAILY Bureau

HOLLYWOOD, June 15.—Theatre divorcement from the major production-distribution companies, which was brought about by independent exhibitors, receives the blame for the product shortage afflicting all of exhibition today in an article written for the current issue of The Journal of the Screen Producers Guild by Albert M. Pickus, a Connecticut independent exhibitor, who is president of the Theatre Owners of America.

Albert Pickus

Noting that the 224 films released by the major companies last year could be contrasted with 497

(*Continued on page* 5)

Medical Men to Join Industry Hospital Tour

Members of the medical and scientific advisory board will be among the nearly 100 entertainment industry executives making the annual junket to Will Rogers Hospital and Research Laboratories at Saranac Lake, New York, which leaves here next Thursday and will return on June 25.

Headed by the medical advisor to the board, Dr. Edgar Mayer, the especially appointed medical committee comprised of Mayer, and Dr. Colin

(*Continued on page* 6)

Quigley Awards Judging Is Held

Top executives of national and metropolitan independent circuits participated in the annual judging yesterday of promotional campaigns submitted by theatre men from all over the world in the 26th in the series of Quigley Grand Awards for Showmanship.

After viewing the more than 100 entries, the judges cast their ballots, which will be counted during the next few days and results will be announced in the June 25 issue of *Motion Picture Herald*, whose Managers Round Table section sponsors the annual showmanship awards contest.

The judges and guests were wel-

(*Continued on page* 2)

House Group to Vote Today on Wage Bill

From THE DAILY Bureau

WASHINGTON, June 15. – The House labor committee is expected to vote tomorrow to send a new minimum wage bill to the floor. It will provide for covering an additional 4.1 million workers and hike the minimum wage floor to $1.25 hourly in

(*Continued on page* 5)

Cleveland Theatre Manager Fined $2,500 For Showing 'Lovers'; New Trial Denied

Special to THE DAILY

CLEVELAND, O., June 15.—Nico Jacobellis, 37, manager of the Heights Art Theatre, was fined $2,500 by three common pleas judges, William J. McDermott, Roy F. McMahon, John Pincura, following conviction of possessing and exhibiting the French film "The Lovers," which they labeled "obscene, lewd and lascivious."

After two weeks' open court trial, Jacobellis was released from jail where he had been held for six days following the judges' verdict and pending a probation report. Defense attorneys, who filed a motion of appeal, were denied the request for a new trial and for a change of charges under the obscenity law from felony to misdemeanor so as not to jeopardize Jacobellis's hope of acquiring citizenship in 1961.

A native of Bari, Italy, he served with U.S. forces in Italy during World War II and came to Cleveland twelve years ago to attend Western Reserve University under a student visa.

Heavyweight Bout

Film of Fight To Be Shown On Telemeter

Pay-TV Subscribers Will See Film Set for Theatres

By SAUL OSTROVE

TelePrompTer Corp. has made arrangements to provide Telemeter's Etobicoke, Ontario, pay-TV operation with a film of next Monday's heavyweight championship fight for showing on Telemeter to subscribers the following night, it was learned yesterday.

The film will be the same one shown eventually in motion picture theatres throughout the world, according to Irving B. Kahn, TelePrompTer president. This is to be released to theatres by United Artists.

For each of its subscribers Telemeter is guaranteeing TelePrompTer $1 for one-night rights for the film,

(*Continued on page* 4)

Hassanein Named Head Of Skouras Theatres

Salah M. Hassanein, a vice-president of Skouras Theatres Corp. since June 3, 1958, has been elected president, and Spyros S. Skouras, formerly president, has become chairman of the board.

Salah Hassanein

The changes were made at a meeting of the board of directors of the circuit late Tuesday. At the same time, Irving Palace, treasurer since June 3, 1958, was appointed a vice-president. He will continue to act as treasurer.

Hassanein joined Skouras Theatres in 1945 as a film buyer, a position he has retained to the present time.

***TELEVISION TODAY*—page 4**

PERSONAL MENTION

EDWARD SOLOMON, vice-president of Embassy Pictures, will leave New York today for Dallas.

•

R. J. "HAP" BARNES, president of ABC Theatrical Enterprises, Atlanta, has left there for a Florida vacation.

•

JOE PASTERNAK, producer, returned to Hollywood yesterday from New York.

•

ALBERT DUREN, of the Warner Brothers Chicago office, has returned there from Atlanta.

•

PANDRO S. BERMAN, producer, has returned to the Coast from New York.

•

JOHN HUFF, assistant to **J. H. HARRISON**, general manager of Wilby-Kincey Theatres, Atlanta, has returned there from a vacation.

•

JOHN W. GARDNER, Sr., owner of the Glen Drive-in Theatre, Glens Falls, N. Y., has become a grandfather with the birth of a daughter to his daughter-in-law, **MRS. JOHN W. GARDNER**, Jr., who is associated with his father in the operation of the theatre.

Ground-Breaking Tues. For Loew's New Hotel

Mayor Robert F. Wagner will officiate at ground-breaking ceremonies next Tuesday for the Americana of New York, the first new hotel to be erected in Manhattan since 1931, when the Waldorf-Astoria opened its doors. The 21-story Americana, which will rise on the site of Loew's Lexington Theatre at 51st Street and Lexington Avenue, is being built by Loew's Theatres, Inc., and will be operated as a Loew's Theatres' enterprise, the company's first major diversification project.

Scheduled to assist in the ceremonies are Dr. Joseph A. Mora, president of the Pan-American Union; representatives of the 21 American republics; Eugene Picker, president of Loew's Theatres; Laurence Tisch, chairman of the executive committee of Loew's Theatres, and his brother, Preston R. Tisch, president of the Americana Hotel of Miami Beach and a director of Loew's.

Jerry Lewis is expected to assist in the ground-breaking ceremonies.

Paris Books 'Wilde'

"The Trials of Oscar Wilde," a Warwick Films release in Technirama and Technicolor, will open at the Paris Theatre here on Monday, June 27.

Quigley Awards Judging Held

(*Continued from page 1*)

comed to the executive dining room of the Esso Building in Rockefeller Center, where the judging took place, by Martin Quigley. Judges were thanked for taking time out of their busy executive day to devote to inspection of the many entries and their judging.

"We know you realize," Quigley told them, "what effect your verdict can have on the lives and fortunes of the people whose work you are judging."

The reference was to the past winners of the coveted Quigley Grand Award whose recognition led to new positions of increased responsibility and opportunity in the industry.

There are three categories for the campaigns judged yesterday—large situations, small towns and overseas.

Judges included Walter Reade, Jr., head of Walter Reade Enterprises; Charles M. Reagan of Greater Indianapolis Theatres; Russell Downing, Fred V. Lynch and Charles Hacker of Radio City Music Hall; Eugene Picker, president; Leopold Friedman, chairman of the board; Ernest Emerling, vice-president, and James Shanahan of Loew's Theatres; Ned E. Depinet; Emanuel Frisch, Randforce Amusement Corp.; Samuel Rosen, executive vice-president, Stanley Warner Corp.; Harry Goldberg, advertising-publicity director of Stanley Warner; Herman Robbins, president, National Screen Service; Robert K. Shapiro, American Broadcasting - Paramount Theatres; Harry Mandel, RKO Theatres; Cy Landner, Skouras Theatres, and Seymour Morris, advertising and publicity director of the Schine Circuit.

'Ruth' Make Benefit Bow At Paramount Tonight

"The Story of Ruth" opens here at the Paramount Theatre with a society benefit premiere which will signal the 38 other charity openings in all of 20th-Fox branch cities in the U.S. and Canada between now and June 30. The bow for the Musicians Aid Society, Inc., will be attended by two of the stars of the Samuel Engel production, Elana Eden, who plays "Ruth," and Peggy Wood, who co-stars as "Naomi."

In addition, the chairman of the Fund, Victor Borge, will make his first appearance at a film premiere, along with celebrities from the musical and concert worlds headed by Dimitri Mitropoulos, Jean Dalrymple, Michel Piastro, Rudolph Serkin, Olga Koussevitsky, Lucy Monroe, and others.

Exhibition will be represented by leading metropolitan showmen and circuit heads, topped by Leopold Friedman, chairman of the board of Loew's Theatres.

Senate to Probe Use of Gov't-Licensed Media

From THE DAILY Bureau

WASHINGTON, June 15. – The Senate has passed a resolution authorizing the Senate Commerce Committee to spend up to $35,000 on an investigation of Federal policy on uses of Government-licensed media for the dissemination of political opinions, news and advertising, also the presentation of political candidates. It will conduct a review and examination of information and complaints concerning the dissemination of news by such media.

The group will report its findings no later than Jan. 31, 1961.

GA&F an Item Today At Senate Unit Meet

From THE DAILY Bureau

WASHINGTON, June 15. – The Senate subcommittee on the Trading-with-the-Enemy act will hold its first meeting this year tomorrow afternoon. The group will consider behind closed doors disposition of enemy alien assets taken over by the U.S. in the course of World War II, including the $100 million General Aniline & Film Co.

It is understood that the group may well report favorably a new piece of legislation proposed by Sen. Dirksen (R., Ill.). This would defer consideration of the sale of GA&F to American investors. It would permit the War Claims Commission to process claims of Americans for war damages, but would not confer any power (or funds) to pay such claims.

Dodd Amendment Offered

One of the items scheduled for consideration is an amendment by Sen. Dodd (D., Conn.) which would provide reimbursement to motion picture firms that incurred losses as a result of enemy activity.

Tour for Hitchcock

Alfred Hitchcock, currently in New York for conferences with Paramount on the opening of "Psycho" at the DeMille and Baronet Theatres today, will also visit three other key cities within the next two weeks to meet with exhibitors, press and radio-TV representatives. Hitchcock's itinerary is as follows: Philadelphia, June 15; Boston, June 17, and Chicago, June 20 and 21. "Psycho" debuts in all three cities on June 22, at the Arcadia Theatre, Philadelphia, the Paramount, Boston, and the Woods, Chicago.

Univ. Theatres Corp Suit Settled for Sun

Special to THE DAILY

BOSTON, June 15.—A suit five years ago in Suffolk Su Court here by Stanley Sumner a the University Theatres Corp. of bridge, headed by Lindsey H has been settled out of court f undisclosed sum of money, re to be high in five figures. S Sumner, for 27 years the general ager of the University Theatre, bridge, opened the theatre in O 1926 and remained there until F ary of 1955 when he was forc leave for corporate reasons.

The suit started with a bill in in which Sumner alleged wrongf version of funds by Hooper th each year of the operation of th atre there were wrongful payme bonuses paid to Hooper; that H wrongfully diverted sums of from the theatre into investme speculative oil and gas land that Hooper borrowed $35,000 theatre's money, purported to cured by negotiable securities at per cent per annum, and inste negotiable securities, Hooper h cured the loan with stocks of th versity Theatre.

Sold University Stock

At the time of the settlement, ner sold out his holdings of sev cent of stock in the University tres Corp., but he is being retai a consultant in the management theatre.

Seth H. Field is now the g manager of the University T a post he has held for three ye

Int'l. Film Producer To Meet at Berlin

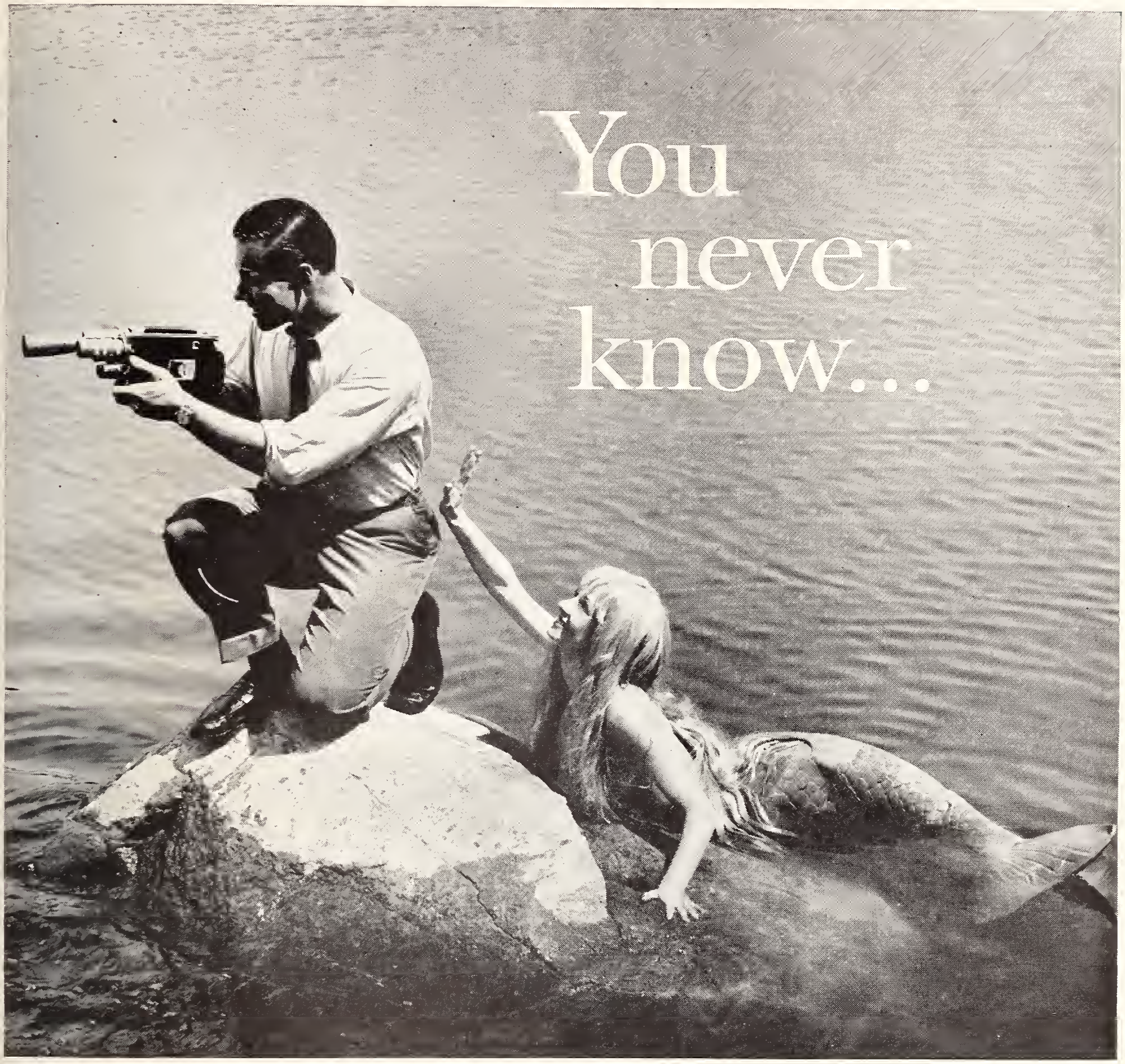
The International Associati Film Producers will hold its firs lic meeting on July 2 at the international Berlin film festival resentatives of film organization all over the world are expect attend the meeting and addre public. German film associatior also be represented at the Festival.

Expected from the U.S. are Johnston, president of the Picture Association of Americ Munio Podhorzer, representin Independent Film Importers An tributors of America.

Other Awards Scheduled

The International Associati Film Journalists (FIPRESCI) a International Catholic Film (OCIC) will again award prizes to the films screened in The International Film Committ Education and Culture (CIDAL also be represented at the Berli Festival.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bur Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Ga Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi


You never know...

Any assignment can start out routine—then suddenly, without warning, turn into the photographic adventure of a lifetime!

Answer: Be ready for the unusual and the usual will take care of itself. In other words, always load with Eastman Film, black-and-white or color.

For example, Eastman Tri-X Film has truly tremendous reserves of speed. It stops motion, gives added depth, offers acceptable grain . . . and is always dependable.

Greatly appreciated, too, is the advice and cooperation of the Eastman Technical Service for Motion Picture Film devoted solely for the service of the industry. It is available everywhere.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

For the purchase of film:
W. J. German, Inc. Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

Television Today

Who's Where

Robert W. Sarnoff, chairman of the board of the National Broadcasting Co., has been elected to the board of trustees of Franklin and Marshall College which granted him an honorary LL.D last year.

☐

Edward A. Bryon, veteran of more than 30 years in radio and TV, has joined the sales department of NBC-TV. For 17 years president of Bryon Productions, he now will concentrate his selling efforts for the network's news and public affairs programs.

☐

Carl M. Watson, manager of continuity acceptance for NBC since 1955, has been appointed director, continuity acceptance for the web.

☐

Richard B. Stark has joined the sales department of NBC-TV. He had been a network account executive with Ziv TV Programs, Inc. since February, 1958.

☐

Eugene Burr has been elected vice-president, program development, of NBC-TV. Since September, 1957, he has produced CBS-TV's trial drama series, "The Verdict Is Yours."

☐

John E. D. Coffey, Jr., has joined the staff of Norman, Craig & Kummel as a copy writer assigned to the Hertz account creative group. He was previously with Doherty, Clifford, Steers & Shenfield, and Sullivan, Stauffer, Colwill & Bayles.

☐

Edward H. Bronson, director of Television Code Affairs for the National Association of Broadcasters, announced that **James J. Gillis** has joined his staff as executive assistant.

☐

Ken Murray, comedian and author of "Life on a Pogo Stick," is in New York for a week of interviews and radio and television appearances.

☐

The Television Code Review Board of the National Association of Broadcasters has appointed **Stockton Helffrich**, veteran network executive, as director of the New York office for the NAB Television Code.

☐

Appointment of **Hayes B. Jacobs** to the newly-created post of publications manager, special projects, information services, CBS Television Network, was announced by **Richard D. Heffner**, director, special projects, information services.

☐

Kermit Kahn has been named director of advertising and sales promotion of WNTA-TV, Channel 13, it was announced by **Ted Cott**, vice-president in charge of NTA owned and operated stations.

Hartenbower Expects TV Code Link With All the Major Film Producers

From THE DAILY Bureau

WASHINGTON, June 15.—"Prospects are excellent" for the recruiting of the major film production companies that are not yet affiliate subscribers to the Television Code, E. K. Hartenbower, chairman of the TV Code Review Board reports. He told the semi-annual meeting of the television board of directors of the National Association of Broadcasters that the association will increase its Hollywood staff when these companies join.

Hartenbower said that sex and violence in programming is "the industry's most vulnerable point and one on which we will face certain challenge within the next several months." He noted that since last August its Hollywood staff "has reviewed and edited 209 television scripts and 74 syndicated films other than those handled by the networks." When NAB opens its New York office, this script editing service will be expanded.

Station-Break Rule Changed

The Television Code was amended to decrease from 130 seconds per station break to 70 seconds the maximum time which may be devoted to spot announcements in peak evening time. This becomes effective Oct. 30.

To Co-Produce 260 'Cat' Cartoons for TV

Tele Features, Inc., and Trans Artists Productions, Inc., have finalized a contract calling for co-production of 260 "Courageous Cat" animated cartoon telefilms. President Al Odeal of Tele Features said his firm will finance "over a million dollars" for the series, already in production, at Trans Artists Productions' Hollywood Studio. Tele Features will distribute the series with several major markets already sold.

Odeal also announced that Tele Features will distribute a new cartoon series, "Magic Cat Theatre," produced by Lou Bunin. Other properties of Tele Features include "Comedy Carnival," which has just been sold in Chicago and Detroit, as well as other major markets, and "Pow-Wow."

Lee Appt. Confirmed

WASHINGTON, June 15. – The Senate commerce committee has approved the renomination of Robert E. Lee to the Federal Communications Commission. Lee, whose term expires June 30, was first named to the FCC by President Eisenhower in 1953. His confirmation by the Senate is expected.

2 Public Affairs Series Planned by NBC-TV

Two new series of public affairs TV programs, one dealing in depth with vital questions of the day and the other designed to stimulate debate on issues of American democracy will be presented next season on the NBC-TV network.

The first series will present six one-hour prime time reports, title and subjects to be announced, on issues which "affect or threaten the survival of the United States in the free world," according to NBC. The network said the second series will be "America's Future," a Saturday night live forum in which two outstanding leaders in public life, with conflicting views, each week will enter into debate before a moderator on an important issue. The second program will be seen from 9:30-10:30 P.M., New York time.

Work of Irving Gitlin

Both programs were created and developed by Irving Gitlin, recently appointed executive producer, creative projects, NBC news and public affairs. He will serve as executive producer of the two series, under the supervision of William R. McAndrew, vice-president of NBC news.

ABC Signs 5-Year Deal For Football Games

ABC Television has completed arrangements with the new professional American Football League for the exclusive telecasting of league games under a five-year contract, it was announced by Thomas W. Moore, vice president in charge of programming for the ABC-TV Network and Joe Foss, commissioner of the football league.

ABC-TV also announced that the General Cigar Co. and Sinclair Refining Co., have signed as sponsors for the 1960 season of 17 national telecasts.

Includes NCAA Games

"This new series of professional football telecasts is a part of ABC-TV's expanding sports programming which now includes NCAA football, professional boxing, major league baseball and the popular 'All-Star Golf' series which returns for its fourth year in October," Moore said.

Film of Fig

(*Continued from page 1*

Kahn said, making the payme
TelePrompTer about $5,000. T
ter is expected to charge its m
price of $2, the most its coin
attachments can accept for a
program, he added.

Terms of the deal provoke
ulation as to what effect the
the-home arrangement would h
receipts for the closed circuit
of the fight Monday night at tv
onto sites, a local theatre and
park. Admission at those plac
be about $5.

Kahn feels that the "live" t
will not be affected, pointing o
the delayed presentation on T
ter removes the necessity of cl
a larger fee than the pay-TV
ment is designed to collect.
manner, he said, he is "full
tected."

Meanwhile TelePrompTer
preview demonstration of its ne
TV system yesterday. Details v
be published until next Tues
the request of TelePrompTer.

Agreement Seen Ne
Between WGA, ATI

From THE DAILY Bureau

HOLLYWOOD, June 15. -
television branch of the Writer
of America will continue its b
ing sessions tomorrow with th
ance of Television Film Pro
Reports indicate both factions
the brink of agreement.

Alliance negotiators met with
from 10 A.M. to 3 P.M., whe
left to join the Association of
Picture Producers in a negotiati
sion with the Screen Actors G
a new television actors' contra

NBC Names Fuji T
Affiliate in Japan

An agreement naming Fuji
casting Co., Ltd., the NBC I
tional program affiliate in Jap
announced simultaneously ye
here and in Tokyo. The deal sti
that Fuji may receive technic
sistance and advice as well as c
tion in news gathering, pro
and programming.

In announcing the agreement
ert W. Sarnoff, chairman of the
of NBC, said existing relationsh
tween Japanese and American
casters will be advanced. "Thi
agreement will be highly benefi
the further development of tel
in both our countries," he said.

Sports Heads to Me
On V.C. 35 Activiti

Sports writers and sports tele
will hold a luncheon July 12
Hotel Astor here to complete ar
ments for the sports world's par
tion in the activities of New
Variety Tent 35.

Max Kase, sports editor o
Journal American, is chairman.

ision Reversed in nn Miller, 'U' Suit

e appellate division of the New State Supreme Court First Dept. eversed the year-old decision of e Henry Epstein in the lower which had upheld the claim of lenn Miller estate against Decca rds, Inc., and Universal Pictures e soundtrack LP album of "The n Miller Story." The five appel- justices ruled that there is no erty right in the "style of per- ance" by a band in rejecting e Epstein's views in toto.

e Miller estate had sued Decca Universal for an accounting of its ed damages, and the profits of ersal and Decca on the LP al- The decision suggested the pos- ty that the Miller estate might n action for the collection of a per cent share of royalties if any due from Decca and Universal he soundtrack rights.

nder Judge Epstein's original de- n, the claims of the Miller estate oached several million dollars. er the new ruling, counsel for a and Universal state that any ble recovery is insignificant. The t also awarded Decca and Univer- ourt costs which are estimated in neighborhood of $10,000.

nfare Sues Chicago Ban of 'Paradise'

Special to THE DAILY

HICAGO, June 15. – The banned "Nature's Paradise," is the sub- of a suit brought here before e Julius J. Hoffman of the Fed- District Court. Attorney Abner V. a, representing Fanfare Films, distributors, is aiming the suit nst a particular section of the icipal code – prior censorship. He ares the action of the censorship d in rejecting the film at a pre- without public showing is un- titutional.

efendants named in the suit are City of Chicago, Mayor Daley and e Superintendent O. W. Wilson. city has 20 days from the start he suit to make its reply.

nother censorship case against the that of the banned "Don Juan," be brought before the Supreme rt this fall by attorney Mikva.

lumbia Signs Harvey

OLLYWOOD, June 15. – Colum- Pictures has signed a four-picture with Laurence Harvey, and his ly-formed independent company, let Productions, headed by Har- and David Stillman, it is an- nced by Samuel Briskin, Colum- vice-president in charge of West t activities.

ntury Unit to India

he Calcutta Theatre, of Calcutta, a, has purchased for its use the ection system of Century Projector p. of New York. Sale was handled ugh Westrex Corp., Century's for- distributor.

Pickus Blames Divorcement

(*Continued from page 1*)

in pre-divorcement 1941, or 411 exactly a decade ago, Pickus asks, "What caused the fall-off?"

Answering his own question, he writes: "Most of us in exhibition feel that the basic cause lies in the government consent decrees, which forced the film producing companies in the late 1940s to divest themselves of their theatres. If 20th Century-Fox had several hundred of its own theatres to supply, we feel certain its 1959 releases would have totalled much nearer the 51 films of 1942 than the 33 turned out in 1959.

"Or if Paramount had to keep 400 of its own theatres operating, its 1959 release total of 17 would have been much closer to the 30 of 1943, or 31 of 1944. The same can be said of the other major companies divorced of their theatres.

Lost Financial Cushion

"Not only were the film companies relieved of the necessity of supplying their own outlets, but they also lost the financial cushion the guaranteed play-offs in their own theatres offered for their pictures. Certainly there were abuses in the old system under vertical integration which demanded correction. But the cure, in this instance, has proven worse than the illness."

"Television's competition has been a factor, too, in the product decline," Pickus continues. "It now requires something outstandingly different in movie theatres to take people away from the ordinary, though voluminous, free fare available to them in their living rooms. But again it is doubtful if the film companies would have sold their pre-'48 libraries so readily to television if they had had their own theatre properties to protect from this murderous box office competition.

"Theatre divorcement had another depressing effect upon the quantity of production. Film companies became wholly dependent upon the competitive market to recoup their production costs—let alone make a profit. They became less prone to gamble and more conservative in their commitment of funds to a picture. Unless a picture's ingredients—its star values, its story, its intrinsic appeal—showed a real potential, the picture just wasn't made.

Monetary Risk Increased

"And, as certain stars, directors, writers, producers proved they could deliver these ingredients, their money stake in the production increased, making each picture that much more of a financial risk for the film companies. The evolution of the independent producer, the package deal, and the soaring production costs were natural results of this condition. No one person, nor group, should be blamed.

It followed naturally that when the film companies lost one of their primary reasons (aside from the basic profit motive) for making a lot of pictures—that of maintaining their own theatre interests profitably—they cut back their production schedules."

Add Final Two Films to Festival at Stratford

The roster of feature pictures to be shown at the first Stratford international film festival at the Stratford Theatre in Stratford, Conn.,, was completed yesterday with the announcement by Albert M. Pickus, festival chairman, and Val Chevron, festival executive director, of the selection of the Japanese "The Throne of Blood," and the Italian "Wild Love."

"The Throne of Blood" is a Toho Co., Ltd., production, being released in the United States and Canada by Paul Szilard Productions, Inc., of New York City. The American distributor of "Wild Love" is Ellis Films, Inc.

The Festival, which will run from Wednesday, July 13, through Tuesday, July 19, will present a different film each of the seven evenings, with attendance limited to a 750-seat capacity of the Stratford Theatre, Pickus said. Prize-winning short subjects will supplement each evening's presentation.

George Sweeney Dies

ROSLINDALE, Mass., June 15. – George Sweeney, 49, manager of the Rialto Theatre, a unit of American Theatres Corp., died suddenly here following a heart attack. He had been with the company for 30 years.

House Group to Vote

(*Continued from page 1*)

1962. Newly covered workers would be raised to $1 and progress to $1.25 hourly over three years.

The Senate labor committee would extend coverage to 5.1 million employees and provide similar minimum pay rules. The committee tied 7 to 7—and hence defeated—a proposal by minority leader Dirksen (R., Ill.) to exempt from overtime pay rules the employees of broadcasters in towns with populations of 100,000 or less.

Young, Daff Plan Film On The Life of Ghandi

From THE DAILY Bureau

HOLLYWOOD, June 15. – Lloyd Young has secured the exclusive motion picture rights to "The Life of Mahatma Ghandi," which his company will produce this winter. The deal was concluded between Young and his associates and the Navajivan Trust, a semi-public corporation established by the late Mahatma Ghandi, through Moraai Desai, chairman of the trust and also Minister of Finance of India.

Al Daff, formerly executive vice-president of Universal-International, will be associated with Young in the production as executive producer. Negotiations are underway for a major release.

PEOPLE

Morton Lightstone, formerly of the Island Theatre Circuit, has joined Rugoff & Becker Theatres here. He will be in charge of buying and programming for all the circuit's out of-town houses.

□

John E. Daly, who has been head of the MGM home office telegraph room for the past 36 years, will retire from the company on Friday.

□

J. Franklin Teegardin, assistant manager of the public relations department at Eastman Kodak Co., has been named assistant director of public relations, it has been announced by **Thomas F. Robertson**, director of public relations, who also disclosed that **Eugene F. Richner** has been appointed manager of news services in the public relations department. **Richner** has been manager of technical and scientific information.

□

R. E. Turner has taken over the Woodberry Theatre, Woodbury, Ga., from **Martha Reeves**.

□

James Biondo, veteran industry publicist who has served at various times with most of the major distributors, has joined the publicity staff at 20th Century-Fox International.

□

Mrs. Juanita Elwell, booker for Bailey Theatres, Atlanta, has been named "Woman of the Year" by the Atlanta chapter, Women of the Motion Picture Industry.

Vale to Do Screenplay For 'Glorious Physician'

From THE DAILY Bureau

HOLLYWOOD, June 15.—Eugene Vale has been signed by Paramount to write the screenplay of Henry Blanke's "Dear and Glorious Physician," Jack Karp, studio head announced today. Vale will start work immediately on screen version of Taylor Caldwell's novel of the life and times of St. Luke, which Paramount has announced will be filmed in Technicolor, with scope and spectacle of "The Ten Commandments."

Vale is author of "The Thirteenth Apostle" which won a Christopher Award, Rupert Hughes Award and the Annual Book Award of the Secondary Board of Education.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

National Pre-Selling

THE actress on the cover of "Life's" June 13 issue is an impish English school girl only 14 years of age. She is Hayley Mills, who plays Pollyanna in Walt Disney's splendid production of the same name now playing Radio City Music Hall.

Hayley, although an early teenager, can communicate more feeling and fetch more love from an audience by just crinkling up her nose than most actresses can do with a script full of dialogue. She not only had the writer in tears at the Music Hall, but friends who range from a 10-year-old to one approaching four score were similarly affected.

Hayley learned a lot growing up in one of Britain's busiest theatre families. She appeared with her father Jack Mills in "Tiger Bay," her first film. In this fine British picture now being released in America, Hayley with casual skill stole the Continental release from her distinguished father.

•

"Conspiracy of Hearts" takes a touchy theme and handles it with compassion and unfailing good taste, according to Richard Marek in the June issue of "McCall's." Yet you'll suffer through it. It is almost too eloquent a reminder of the tragedies of war.

•

"People in the Israeli film industry are following the filming of 'Exodus' with tremendous interest," reports Joe Hyams in the second article on the entertainment industry which appeared in Sunday's "Herald Tribune" of June 12.

Producer - director Preminger is spending most of "Exodus's" 76-day shooting schedule on sites in Israel. One of his assistant directors is a young man named Larry Frisch who has produced two Israeli films of his own.

•

"The Apartment," as reported in the June 21 issue of "Look," was written for the light farceur talents of Jack Lemmon, who in the opinion of director-writer Billy Wilder, can bring off a crazy comic-type role better than any young film actor today. Co-starred with Lemmon is Shirley MacLaine, who portrays a small town girl who came to the city to be a secretary, but flunked her spelling test and became an elevator operator.

•

"Song Without End," based on the life of Franz Liszt, has been selected by Florence Somers as the June picture of the month for "Redbook." She thinks "it is one of the most opulent pictures made in recent years." It was filmed in Europe, where magnificent concert halls and ballrooms, in shimmering gold and sparkling crystal, furnished the backgrounds for the elegantly dressed audiences which came to hear the famous musicians.

•

Dwight MacDonald seemed more than mildly pleased with "I'm All Right, Jack" in his review appearing in the June issue of "Esquire." This splendid English comedy is having an unusually long run at New York's Guild Theatre.

•

A large production photo in muted colors of Leslie Caron made on a set of "The Subterraneans," introduces a photo essay on this French born, cucumber-cool beauty, that appears in the June 7 issue of "Look."

In "The Subterraneans," she plays the part of a "beatnik."

•

"Pollyanna" has been selected by "Seventeen" as the picture of the month for June. This Walt Disney film is being shown at Radio City Music Hall.

WALTER HAAS

REVIEW:

The Captain's Table

Rank—20th-Fox

HOLLYWOOD, June 15

THE BOX OFFICE is due for a big surprise with this Rank Organisation comedy presentation if backed up with a deserving exploitation campaign.

American audiences will love its highly entertaining, compatible humor, its colorful setting, and its delightful cast. It has the semblance of a musical without music. Nearly all of the action takes place aboard a luxury liner, with all of the fun motivated by the captain's unwitting relationship with his new crew, some of whom have banded into a private racket of stealing the ship's supplies; and his attempt to maintain his dignity and position among an assortment of passengers, including two beautiful women, one of whom tries to get him into a compromising situation.

Most of the fun is adult in treatment, with some risque *double entendre* jokes, and bikini bathing suit contests adding sex and humor to the situations. One scene, however, dealing with a children's party aboard ship, reaches absolutely hilarity as the captain finds himself drawn into a slapstick pie, ice cream and cake-throwing melee to get even with a brat.

John Gregson, who might be termed England's answer to Jimmy Stewart, delivers a most enjoyable delineation of the title role, as the captain entrusted to command a passenger liner after spending years of service with his company in charge of cargo vessels. Donald Sinden portrays his new first officer, whose main interest appears to be in conquering all of the females aboard, an irritant to Gregson until he finds himself involved in "cruise capers."

RICHARD WATTIS, as the conniving chief purser, and Reginald Beckwith, as Gregson's personal steward, among others in the male list of characters are noteworthy contributors to the fun piece. On the distaff side, in co-starring spots are attractive Peggy Cummins and Nadia Gray, who vie for the captain's attentions, with Miss Cummins winning out in the end.

Joseph Janni's production, and Jack Lee's deft direction make capital of the screenplay by John Whiting, Bryan Forbes, and Nicholas Phipps, which was drafted from the novel by Richard Gordon.

The film, building laughter from its opening scenes, rolls with continuous chuckles from its early moments when Gregson, in an ill-fitting uniform, is introduced to his first group of dinner guests at his table on the first night of his command of the passenger ship.

All of the situations that follow involve his appeasement of Maurice Denham, a large shareholder of the shipping line who tries to throw his weight around; watching the maneuvers of the ship's purser; keeping his first officer in line; playing guardian angel to a young overly-romantic female; keeping a happy drunk and his boisterous wife in tow; and trying to wear a "life preserver" that will keep him out of the sea of matrimony, among an endless list of situations that one is apt to encounter on a pleasure cruise.

Running time, 90 minutes. Release, in June.

SAMUEL D. BERNS

Castle Slates Two

HOLLYWOOD, June 15. – Producer-director William Castle has scheduled "The Haunted" and "Ghost Train" as the next two features on his independent production program at Columbia.

Robb White, who has been associated with Castle on his earlier films, will write the screenplays for the two projects.

Ohio House Reopening

NILES, O., June 15.–The Robins Theatre here, a unit of Robins Amusement Co., will be reopened on Thursday following the fire of last November which virtually destroyed the lobby, foyer and front. The house has been completely remodeled and redecorated.

Hospital To

(*Continued from page* 1)

MacLeod of the hospital of the versity of Pennsylvania, and Dr. ton Nelson, of N.Y.U. Bellevue cal Centre, will present their vations and recommendations re to the new laboratories under opment at Will Rogers for clinic exploratory research in a broa field of operations.

Among the guests who are to the trip this year are:

Board of Directors: Ned De J. Robert Hoff, Harry Kalmine, Ludwig, H. H. Martin, Arthur Abe Montague, Eugene Picker, uel Rinzler, Herman Robbins, Freedman, Samuel Rosen, E Rowley, Sol Schwartz, Richa Walsh, Murray Weiss.

Special Guest List: Harry berg, Emanuel Frisch, Arthur Jr., Joseph M. Sugar, Sidney M Harry Mandel, George J. Sc Robert Snyder, Charles Oku Glenn Norris, Roger Ferri, B Kranze, Albert Pickus, Harold Charles Kurtzman, Fred Haas, ard G. Minsky, Clarence A. Hi Thomas O'Brien, Dr. Edgar Ma

Special Activities Committee: Freedman, Arthur Rosen, Mayer, Allan Robbins, Burton bins, Norman Robbins, Thon Rodgers, Harold Freedman, Baker, Curt Kaufman, Alan Edward Redstone.

Trade Press: Charles Alicoat Cunningham, James Jerauld Emanuel, Mel Konecoff, Aaronson, Wynne Lowenthal, Mersereau, Al Steen.

Distributor Chairmen: R. J. ferty, Herb Schwartz, Walter man, Herbert Gillis, R. L. Car Ben Lourie, Sidney Eckman, Madden, Frank Larson, Walte bruster, Richard Huffman, McNabb, Ray Schmertz, Ralp low.

Exhibitor Chairmen: Elias ger, Teddy Solomon, Thomas

Others: J. Edward Shugrue, Horstman.

SMPTE Gets Contr For Audio Visual Su

The United States Office of tion has awarded a $24,000 c to the Society of Motion Pictu Television Engineers to plan a duct a conference devoted evaluation of the adequacy ar ability of presently available t audio visual equipment and in terms of current and future tional needs; and the formula engineering principles that wi as guideposts in the developn audio visual devices for use in tion.

The two year contract, gra accordance with the National Education Act of 1958, whic lights a need for increased effici the teaching of sciences, lan and area studies, is effective i ately.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

7, NO. 117 NEW YORK, U.S.A., FRIDAY, JUNE 17, 1960 TEN CENTS

Today

Pa. Area vances Film rchandising

lonths Test Is Set; 10 Sends Coordinator

Special to THE DAILY

SBURGH, June 16.—Commit- operate the recently approved) saturation campaign for the ndising of pictures in the Pitts- xchange area will be selected eeting of exhibitors here to- .

Moss of COMPO, which is ing the campaign, will attend ting and remain in Pittsburgh linate the work of the commit-

ously approved by the Motion

(*Continued on page* 2)

cho' Admission y Successful

"no one admitted after the a performance" policy on Hitchcock's "Psycho" met with e public acceptance at the of the Paramount suspense at New York's DeMille and Theatres yesterday, the com- id.

d crowds had apparently been nditioned to the policy by the

(*Continued on page* 2)

e Golf Tournament es Big Success

CHARLES S. AARONSON

two days of rain and three ays out of four, and despite of the weather bureau to the , yesterday dawned sunny and nd by noon almost the full expected foursomes had teed ne ninth annual film industry

(*Continued on page* 6)

First Picture Story of Telemeter Operation In Etobicoke, Ont., in This Week's M. P. Herald

The first detailed pictorial story of the operation of Telemeter, the pay-TV system at Etobicoke, Ont., is featured in this week's issue of "Motion Picture Herald," out tomorrow. The three-page, 17-picture story by Martin Quigley, Jr., "Herald" editor, is a thorough account of the Telemeter system, from an illustration of its studio and sales office through to its projection and statistical equipment.

The reader will learn why "the whole world is watching Etobicoke," why 5,000 homeowners already have subscribed, and how the box office-in-the-home system operates.

TESMA-TEDA Meetings In Los Angeles, Sept. 10

On the heels of an announcement this week that the Theatre Equipment & Supply Manufacturers Association and the Theatre Equipment Dealers Association had joined with Theatre Owners of America in jointly sponsoring the Motion Picture Industry Trade Show at the Hotel Ambassador, Los Angeles, this coming September, TESMA and TEDA announced yesterday that each of their associations will hold its annual convention immediately preceding the trade show. The two conventions will be held Sept. 10, 11 and 12, also at the Ambassador.

Conventions of the two associations

(*Continued on page* 6)

IATSE Local Contributes To Anti-Pay TV Drive

The first non-exhibitor contribution to exhibition's drive to outlaw pay-tv has been received by the Joint Committee Against Toll-TV from the Motion Picture Machine Operators Local 599, IATSE, of Fresno, Calif., Philip F. Harling, committee chairman, reported yesterday. A check from the Local was forwarded by Edward C. Irwin, president, and William Vogel, financial secretary.

Harling, who is also chairman of Theatre Owners of America's Anti-Pay-TV Committee, disclosed he expects the projectionist's local check to be the fore-runner of contributions

(*Continued on page* 2)

REVIEW:

Psycho

Paramount—Hitchcock

A REAL chiller to freeze summer audiences, this latest Alfred Hitchcock production is full of the touches of the old master. Mainly they are the touches which brought him fame as an expert in suspense and horror, with less of the outright spoofing which marked his more recent efforts.

It has also to a greater degree even than is usual for the master a quality of performance and a tempo of rising suspense that puts it far above the ordinary mystery or horror story. Most notable in this area are the performances by Anthony Perkins and Janet Leigh. Perkins, especially, in a most difficult role which requires him to conceal the key to the mystery until almost the end of the picture reveals depths of ability beyond

(*Continued on page* 6)

No Senate Action

House Labor Unit Approves New Wage Bill

Keeps Theatre Exemption; Hope for Vote in 10 Days

By E. H. KAHN

WASHINGTON, June 16. – The House Labor Committee today formally approved a minimum wage bill in which the exemption of motion picture theatres is continued.

The bill is expected to go to the Rules Committee early next week and to the House shortly thereafter. There is a possibility that it may be passed before the Senate acts on its own minimum wage bill. It is still uncertain when the Senate Labor Committee will take up that measure, which also continues the exemption of theatres.

The House measure raises the pay

(*Continued on page* 2)

Golden Resigns As W.B. National Ad Manager

E. Gilbert Golden yesterday announced his resignation, effective immediately, as national advertising manager for Warner Bros. Pictures.

Golden was with the company for 35 years and in his present position for more than 20 years, having started as an office boy at the age of 14.

Benj. Kalmenson, Warners execu-

(*Continued on page* 2)

NT&T 26-Week Loss Reported as $835,981

From THE DAILY Bureau

HOLLYWOOD, June 16.—National Theatres & Television, Inc., and its voting-controlled subsidiaries, reported a consolidated net loss of $835,981 or 30 cents per share for the 26 weeks

(*Continued on page* 6)

the EAST it's
OVIELAB
for...
COLOR
BLACK & WHITE
FOR YOUR SCREENINGS
Film & Tape EDITING & STORAGE Rooms
MOVIELAB BUILDING
619 W 54th ST
NEW YORK 19
JUDSON 6 0360

PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern advertising-publicity manager, has returned to New York from London and Rome.

•

DENA HEFFLER, secretary to HARRY GOLDSMITH, of the United Artists foreign department here, has become engaged to PHIL GARTNER. A summer wedding is planned.

•

DR. WERNHER VON BRAUN, German rocket scientist now a resident of Huntsville, Ala., will be in Washington Tuesday for the premiere of "I Aim at the Stars," Columbia release which depicts his life story.

•

JERRY LEWIS will arrive in New York on Monday from Hollywood.

•

EDWARD LEGGEWIE, production assistant to DARRYL F. ZANUCK, has been married in Paris to HELENE DE BEAUCHESNE.

•

AL LOWE, Latin American supervisor for Universal-International, has arrived in New York from Brazil.

House Group

(*Continued from page 1*)

floor gradually to $1.25 hourly and covers about 4.1 million new workers. the committee's vote today, 19 to 9, did not quite follow party lines. Two Republicans (Holt of California and Wainwright of New York) joined 17 Democrats in favoring the bill. It was opposed by eight Republicans and Rep. Landrum (D., Ga.).

The Senate Labor Committee was unable to meet today when Sen. Dirksen (R., Ill.) objected on the ground that its meeting would conflict with an early Senate session.

Rep. James Roosevelt (D., Calif.), sponsor of the far broader wage bill which the committee whittled down to a measure which might pass and might not be vetoed, hopes that the Rules Committee will pass on the bill next week and that it will come to a vote in the following week.

Buy Fight Radio 'Spots'

Columbia Pictures has purchased key segments around the broadcast of the world's heavyweight championship fight Monday night to plug Hall Bartlett's "All the Young Men," in which defending titleholder Ingemar Johansson makes his motion picture debut.

'Psycho' Plan

(*Continued from page 1*)

huge newspaper and radio campaign which has been in progress for the past three weeks, for they were arriving at both theatres at approximately 15 to 20 minutes in advance of the advertised starting times of performances.

Observers noted that those people arriving at the theatres after commencement of a performance showed no disappointment at being turned away by the Pinkerton guards on duty. Rather, in most cases they accepted the policy as necessary to full enjoyment of the film and purchased tickets for the next performance. Acceptance of the policy was further testified to by the giant lines of 500 to 600 people waiting outside the DeMille throughout yesterday afternoon.

At both the DeMille and Baronet, public address systems were set up in front of the theatres to carry a personal message from Hitchcock to the huge street crowds, thanking them for making the "no admission" policy such a resounding success.

Golden Resigns

(*Continued from page 1*)

tive vice-president, stated: "We are accepting Gil Golden's resignation with deepest regret. Throughout the years, he has devotedly given to the company very many and most valuable services. His contributions will be sorely missed."

Golden transferred to the Coast about two years ago and established headquarters there ahead of the general move of Warner home offices from New York to the Burbank studio. With the current return to New York of most of those departments, Golden was reassigned here. He sold his West Coast residence recently and purchased a home at Westport, Conn. He returned to New York only this week.

Golden said yesterday he had not completed his plans for the immediate future.

No successor to Golden was announced by Warners. His former West Coast assistant, Richard Lederer, who for the past several months has been engaged in production work at the studio, is reported to be coming here temporarily. The Eastern advertising-publicity department is in charge of Charles Cohen.

Sets Australian Record

MELBOURNE, N.S.W., June 16 (By Cable).—Samuel Goldwyn's "Porgy and Bess" broke all local records in its Australian premiere at the Chelsea Cinema here. The Todd-AO roadshow presentation netted £2,573 in its first three days, surpassing such previous comparable successes as "Around the World in 80 Days" and "The Ten Commandments."

Reels Stolen, But the Show Goes On, Two Hours Late

Special to THE DAILY

CHICAGO, June 16. — The Armitage Theatre here last Sunday replenished its programmed films with only a two-hour delay after thieves broke in and stole 11 reels of "The Big Fisherman" and two reels of short subjects.

Discovering the theft at opening time, Clarence Lieder, manager, contacted the distributors, who pulled all stops to get a quick replacement.

'Ruth' Opens Big in First Premiere Dates

Twentieth Century - Fox's "The Story of Ruth" is topping "Peyton Place," "Journey to the Center of the Earth" and "South Pacific" in its first dates, say theatre reports received today. Early in the opening day at the Oriental Theatre in Chicago, more than $1,600 had been taken in, with lines around the block. The theatre management predicted that $8,000 would be in the till at the end of the day. In Decatur, Ill., "Ruth" had $462 for the day, against "Journey's" $361. In McHenry, Ill., "Ruth" had $360, against "Peyton Place's " $245. In Bloomington, "Ruth" hit $438 to "Journey's" $402. In Kankakee, "Ruth" $621 for the day, to 'Journey's" $387, and "South Pacific's" $499.

'The Story of Ruth' Premieres In Charlotte; Peggy Wood Attends

CHARLOTTE, June 16. — An audience estimated at about 1,400 attended the world premiere of "The Story of Ruth" at the Carolina Theatre here Wednesday night. Peggy Wood, co-star of the film appeared briefly on the stage prior to the showing of the picture and also spoke to a huge crowd outside the theatre.

Bout in New Orleans

NEW ORLEANS, June 16. — Two first-run theatres here will show the closed circuit telecast of the Ingemar Johansson-Floyd Patterson heavyweight championship bout from the Polo Grounds, New York, on Monday night. The theatres are the Saenger and Loew's State. General admission will be $5, with $6 for loge seats.

Sign Bout for Buffalo

BUFFALO, June 16.—Both Shea's Century and Buffalo Theatres will present the closed-circuit telecast of the Ingemar Johannson—Floyd Patterson heavyweight title bout on Monday from the Polo Grounds, New York. Reserved seat sales for the event are said to be good.

West Penn

(*Continued from page 1*

Picture Ass'n. general sales n
committee and the MPAA ad
and publicity directors commi
plan was unanimously endor
accepted May 26 at a mee
Western Pennsylvania exhibito

James Velde of United Arti
ert Ferguson of Columbi
Charles Simonelli of Univers
attended last month's meet
pledged distributor cooperatio
and Henry H. Martin of Unive
supervise the operation for the
sales managers committee, anc
elli and Ferguson for the co
advertising men.

Ben Marcus of the Comp
virate, who originated the p
used it with great success in
consin territory, explained th
operation at the May meetir
hoped to set the plan in ope
the Pittsburgh area within
few weeks. The test will be co
for a minimum of six months

Following the Pittsburgh
other test operation will be hel
other exchange area to be sel
both tests are successful it is
to put the promotion into nati
eration, an exchange area at

IATSE Local

(*Continued from page 1*

from other non-exhibitor orga
and the public. He has app
all exhibitors for contributions
from $5 for the smallest conv
theatre and drive-in, to $25
biggest theatres and drive-ins
der to secure funds to hire le
lic relations economic and eng
help for the grass roots c
against pay-tv.

Goal of the drive, which w
the support of the public,
educators, veterans, service
chambers of commerce and o
terested groups, Harling said
passage in the next session of C
of house Joint resolution 1
house resolution 6245, both int
by Rep. Oren Harris, chairma
house interstate and foreign co
committee, which would legi
ban pay-tv both by cable anc
cast transmission, as not bein
public interest.

NEW YORK THEA

RADIO CITY MUSIC HA
Rockefeller Center • Ci 6-4600
WALT DISNEY'S 'Pollyan
Starring JANE WYMAN • RICHARD
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO
In TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HALL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London B
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcl
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond C
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 time
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single co

t OK's Settlement .I.E. 'Holders Suit

Special to THE DAILY

.MINGTON, June 16. — With ties to the action consenting, Judge Caleb M. Wright of U.S. t Court today approved a pro- settlement of a court action by olders of General Industrial En- es, Inc. against GIE and its y stockholder, Baldwin Secu- Corp.

er the settlement GIE would ll holders of its common stock, than Baldwin, not less than per share or a higher amount, t more than $21.25 per share, er cent of the average net asset per share of General's common more than $20.50.

ddition, Baldwin would pay in nent of the derivative claims ed in the complaints," $100,- the public stockholders of l.

endment Involved Loew's

mended complaint filed in De- , 1958, brought into the case ptember, 1958, acquisition of shares of Loew's Inc. (now) stock by G.I.E. at $21.50 per after Baldwin had bought 86,- ares at $16 and IRA Guilden, f four individual defendants, 2,100 shares at $14.

Convention Tie-in Fox's 'World' Set

n Allen's "The Lost World" are the spotlight in the national ratic and Republican conven- n the ABC television network ark Robson's "From the Ter- Charles Einfeld, 20th Century- ice-president, said yesterday. lm will receive equal sales time e two-minute spots each hour minimum expected 40 hours time.

ucer Allen has begun post-pro- work of eight special spots will complement the commer- r "Terrace," which include the essages" filmed by producer- r Robson, stars Paul Newman, Woodward, author John , and "Terrace" publisher and sonality Bennett Cerf.

expected that exhibitors play- attractions during the month will acquire station break and t TV time to tell their audi- where they can see both films.

. Exhibitors' Outing

HINGTON, June 16. — The nnual barbecue and outing of otion Picture Theatre Owners ropolitan D.C., was held today rian Point, Md., the summer f A. Julian Brylawski.

alo House Reopens

FALO, June 16.—Schine's Riv- Theatre here will reopen to- v following extensive refurbish- d the installation of new air- oning.

West German Attendance Off 12.4% In '59; Attributed to Television Growth

From THE DAILY Bureau

WASHINGTON, June 16.—A drop of 12.4 per cent in attendance at West German (including West Berlin) motion picture theatres took place in 1959, according to Nathan D. Golden, director, Motion Picture and Photographic Products Division, Department of Commerce. The Association for the German Movie Industry (SPIO) reports that admissions in 1959 were approximately 660 million, compared to about 753 million in 1958. The decline is generally attributable to the growing competition of television, it was said.

Attendance did not drop uniformly throughout West Germany. The biggest dips were seen in the cities of the industrial Ruhr (Bottrop, Muhlheim, and Herne) and in the Northern German cities of Hamburg and Bremen. These areas have the greatest number of registered TV receivers. In 52 large cities of West Germany (including West Berlin), the decline in theatre admissions was 13.4 per cent while in smaller communities and rural districts the decline was 11.3 per cent.

In April, 1960 there were about 4 million TV receivers in use in West Germany. The number is reported to be increasing at the rate of about 150,000 per month.

It is also reported by the Department that production of 35mm projectors dropped from 926 in 1958 to 625 in 1959. A significant increase was reported in output of 16mm projectors for commercial and industrial use.

In the first three months of 1960, imports of motion picture cameras from all sources increased to 28,684 valued at $847,472 from the first quarter, 1959, figure of 15,384 valued at $620,292. During Jan.-March, 1959 imports of sensitized motion picture film 1 inch wide or wider were valued at $411,160. In the first quarter of 1960, the value was only $56,023. Imports of sensitized motion picture film less than 1 inch wide went from $69,852 last year to $122,656 in the first period of this year.

Levine Sets Lucullan Feasts for 'Hercules'

Embassy Pictures president Joseph E. Levine will stage two mammoth "Night with the Gods" celebrations in Beverly Hills and New York for more than 700 members of the press, diplomatic corps and entertainment notables, it was announced yesterday. The parties, scheduled for June 22 in California and June 28 in New York, will keynote the national openings of Levine's "Hercules Unchained."

Levine flies to Los Angeles over the weekend accompanied by Embassy publicity director Ed Feldman, to supervise the Beverly Hills affair. The "Night with the Gods" festival will be held at the Beverly Hills Hotel, with velvet settees and pillows around the hotel pool on which the guests can recline.

On June 28, Levine will stage his New York soiree at the elegant Forum of the Twelve Caesars in a midnight Greco-Roman air of revelry. Restaurant Associates, Inc., operators of the Forum, report that the affair will be the most lavish party ever held in New York with the rarest of foods and wines being flown in from the far corners of the earth especially for the event.

In addition, Levine is having the Forum build a replica of the "Fountain of Forgetfulness," as depicted in "Hercules Unchained," from which champagne will flow continuously throughout the party.

'Windjammer' to Open

BUFFALO, June 16.—"Windjammer" will open at the Granada Theatre here tomorrow. The premiere will be sponsored by the Niagara Frontier Yacht Club.

Univ., Dinosaurland In Promotion Tie-Up

Universal Pictures and Dinosaurland at Vernal, Utah, have arranged a joint national promotion in connection with Universal-International's release of the Jack H. Harris Production, "Dinosaurus." A feature of the promotion will be a nationwide contest to name the dinosaurs in the picture. To highlight the contest special ceremonies will be held at Vernal on Tuesday, including an invitational showing of the picture to be attended by civic officials.

Harris will fly into Vernal in a helicopter with a special model of the dinosaur used in the filming the picture which will be put on display at Dinosaurland. A 16mm print of "Dinosaurus" will be buried in a time capsule at Vernal in the very soil where dinosaur bones have been discovered. A special plaque will be unveiled in connection with the time capsule.

Lockwood & Gordon in Deal for N.E.T. House

Special to THE DAILY

BOSTON, June 16.—Lockwood & Gordon Enterprises has taken over the balance of the lease on the Haines Theatre, Waterville, Maine, from New England Theatres, Inc., which had operated it for many years. The Haines is the fourth theatre under the L&G banner in that city.

This is the second time that N.E.T. has given up a theatre in the past month. A deal was recently signed for the Central Square Theatre, Cambridge, to be leased to another party to be converted into a bowling alley. This transaction becomes final in September of this year.

Changing Times Empty Film Bldg.

Special to THE DAILY

DETROIT, June 16.—Not too long ago, every distributor here was housed in the Film Exchange Building. Aside from convenience, it was constructed to store films in the days when pictures were inflammable.

Today the building is in receivership, almost empty.

There remain, uncertainly, only Columbia, M-G-M and Warner Brothers. First to move out some years ago were 20th Century-Fox to its leased building, and Paramount. Universal erected a new structure several years ago.

Now moved or moving to the Fox Building, which houses the vast theatre of the same name, are Allied Artists, Allied Pictures, Buena Vista, Paramount and United Artists.

In addition, other Fox tenants in the industry include Cooperative Theatres of Michigan, General Theatre Service, exhibitors Wisper & Wetsman, Sol Korman, Schulte Theatres, and Allied Theatres of Michigan, Inc.

Completing the roster are entertainment attornies Joseph P. Uvick and David Newman, and movie publicity and advertising offices of Fred Yaffe and Arthur Herzog, Jr. Five film trade papers have correspondents in the building.

The trek Foxward has filled the block-long structure which, to make room for expected remaining distributors, is contemplating turning store space into offices.

Finally, it is expected the former screening room in the Film Exchange Building will also be moved to the Fox, which already has another used by the theatre.

Personnel Changes at U.A. Albany Exchange

Special to THE DAILY

ALBANY, N.Y., June 16.—Milton G. Levins, salesman for United Artists here since 1958 and prior to that time employed by Warner Bros. and Columbia as a booker, has resigned, effective tomorrow, to accept a sales position outside the industry, Levins, who came to Albany after employment by Warners in Jacksonville, Fla., is being succeeded at U.A. by Leon Weston.

Weston, one-time salesman for National Screen Service in the Albany and New Haven, Conn., territories had been selling for United Artists in the Syracuse area. That district is being divided, Weston handling one half, and Walter McPherson, of Buffalo, the other.

Mrs. Marcia C. McLean, U.A. booker-office manager for about four years, will retire July 10, due to reasons of health.

L. M. Stockton Dies

HAWKINSVILLE, Ga., June 16.—L. M. Stockton, general manager of Martin and Thompson Theatres in Georgia, died in his office here following a heart attack.

Production is now under w

ROCK HUDSO

starring

CO-STARRING

DOROTHY MALON

CAROL LYNLE

Directed by Robert Aldrich • Produce

Music composed and conducted by Di

GUARANTEED PRE-SOLD BY UNIVERSAL

Universal International

. . . from the beginning

Mexico:

IRK DOUGLAS

"DAY OF THE GUN"

In Eastman Color

OSEPH COTTEN

EVILLE BRAND

gene Frenke and Edward Lewis

mkin · A Brynaprod, S.A. Production

A Universal-International release

Golf Tourney

(*Continued from page* 1)

golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith at the Ryewood Country Club at Rye, New York. By evening their number was swelled to a capacity crowd of 250 to make this year's tournament one of the biggest and best.

If anybody shows up with a good sunburn today and says they were out selling or buying film you can believe them but you'll probably find out it was not on 44th Street or Ninth Avenue but on Rye greens and fairways, since everybody who was anybody was there.

Abe Dickstein of 20th Century-Fox, Cinema Lodge's new president, beamed all over at the happy spectacle of exhibitors and distributors battling over nothing more trivial than their golf and gin rummy scores rather than percentages.

Dickstein Lauds Chairmen

Presiding at the banquet which followed the day of just plain fun and good sport, Dickstein paid tribute to tournament chairman Martin Levine, co-chairman Marvin Kirsch, publicity chairman Milton Livingston, and the working committee yesterday which included Herb Berg, Cy Seymour, Jack Hoffberg, Don Mersereau and Mrs. Tessie Linn, Cinema secretary, for the success of the event.

Edward L. Fabian took the Film Daily Trophy for having achieved the low net, while to Arkie Trento went the Cinema Lodge Trophy for low gross.

The Joe Hornstein Trophy went to Arthur Doyle as low net runner-up, while Aquila Giles, low gross runner-up, took the Jack Alicoate Trophy.

The putting contest resulted in a tie among Murray Strausberg, Jack Curtin and A. G. Smith. Percy Furber hit the longest drive, with his nearest competitors in that category being Steve Trilling and Bill Cosby, in that order.

First, second and third place for the Hole-in-One effort went to, respectively, Sidney Stern, Earl Revoir and Jack Schaeffer.

Foursome Winners

The foursome winners were: Fred Hyman, Charles S. Aaronson, Steve Trilling, Robert Crane, Leslie Winik, Bert Nathan, Bill Smith, Charles Alicoate, Herb Berg, Irwin Young, Murray Strausberg, Dick Rattazzi, Jack Schaeffer, Jerome Phillips, Joseph Margulies, Aquila, Don Klauber, Sam Weiner, Arkie Trento, Murray Schein, Arthur Doyle, Bob Sherman, Jack Servies, Milt Hoffman, Al Bloomberg, Joe Greene, Henry H. Martin, Martin Friedman, James Kriegsmann, Salah Hassanein, Frank Danis and Al Fitter.

Salah Hassanein was held to be the Best Dressed Golfer, while the accolade of Worst Golfer was bestowed on Alex Leslie.

First to arrive on the field of action was George Hornstein.

He who came the longest distance for the festivities was held to be Joe Satinsky, from Hollywood.

Psycho

(CONTINUED FROM PAGE 1)

anything he has shown. Miss Leigh, as the erring girl who steals for her lover, regrets it, and is murdered before she can make restitution, portrays nuances of character and interior motivation by facial expression and gesture to an extent worthy of an Academy Award.

Backing up these two in lesser roles but just as effective are Vera Miles as Miss Ligh's sister who almost meets the same fate while tracing her sisters's steps; John Gavin as Miss Leigh's lover; Martin Balsam as the private investigator who in a typical Hitchcock twist is murdered instead of finding the murderer; John McIntire as the country sheriff who first reveals the depth of the mystery; and Simon Oakland as a psychiatrist who in somewhat extended epilogue explains how it all happened.

Most effective in furthering the suspense and in pacing the rhythm of the picture is the photography by John L. Russell. Many of the shots, including extreme close-ups and traveling boom shots are pure Hitchcock but some of the more bizarre sequences would seem to be the work of Saul Bass who is given credit as pictorial designer.

Contributing also to the horror atmosphere are the settings. Most of the action occurs at a dingy motel on a back road near a moldy Victorian mansion where the proprietor lives and a good deal of it at night or in the rain.

Sex is not the primary manifestation of the psychosis with which the plot is concerned but the picture opens nevertheless with a long and embarrassingly frank bedroom scene at mid-day in a dingy hotel where Miss Leigh and Gavin, her lover, discuss the impossibility of marriage after a lunch-hour meeting. This, two touches of voyeurism, and two scarifying scenes of murders by stabbing as seen with the eyes of the murderer, mark the picture as definitely not for the young.

The policy, set by Hitchcock, of not allowing patrons to enter after the main title was enforced at the Broadway opening at the DeMille theatre and would seem to have definite exploitation advantages.

Running time, 109 minutes. August release.

JAMES D. IVERS

S.O.S. Pacific

Sidney Box—Universal

A PASSENGER PLANE way out over the Pacific in bad weather suddenly gets in trouble: the control panel catches fire and an engine conks out. This is the suspense-laden situation that has been developed to a fare-thee-well in "S.O.S. Pacific," a Sidney Box Associates film which Universal is releasing in the U.S.

Granted it is hardly a new predicament into which the characters in this melodrama have initially been placed. There is still plenty of life and excitement in the idea, however, provided the writing, direction, and acting are all as uniformly good as they are here.

The screenplay of Robert Westerby is written tersely and with humor, and Guy Green has directed with a mounting sense of tension as well as with an appreciation for the nuances of character. The characters in the story may be "types," but excellent actors endow them with real personalities.

There is the surly pilot, an alcoholic, played by John Gregson; the pretty and courageous stewardess, represented by Pier Angeli; the American man of mystery, Eddie Constantine, being taken by a police officer, Clifford Evans, to stand trial for smuggling; the seedy derelict, Richard Attenborough; the prim Englishwoman, Jean Anderson; and a self-styled "half-breed tart," engagingly played by Eva Bartok; among other passengers.

Under the strain of the frightening plight in which they find themselves, these characters all react either with courage or fear. When the plane crashes, they are suddenly confronted with a new crisis supplied in the script as an unexpected "twist." They discover that the island on which they have landed is about to be blown up in a hydrogen bomb test!

How the characters eventually extricate themselves from this new situation forms the rest of the film. Nothing that happens after the crash is particularly plausible, but will have the action fans chewing on their nails just like the first part.

Running time, 92 minutes. Release, in July.

RICHARD GERTNER.

TESMA Me

(*Continued from page* 1)

will be held separately with at one business session of the orga tions to be held jointly, it was nounced by J. Eldon Peek, T board chairman and Lee Jones Larry Davee TESMA board chai and vice-president, respectively.

Plans for the conventions now being drawn up, it was stated. joint session of manufacturers dealers is to be held for the pu of ironing out some minor diffic that crop up from time to time to discuss plans for future opera the announcement said.

Social activities of the two ass tions will be held jointly at the bassador, with manufacturers dealers staying over to visit the show.

Peek Optimistic

"This is the first opportunity in years for the members of TESMA TEDA to get together on a f basis for their mutual interest," declared, "and since theatre e ment business is showing de signs of an encouraging upswing, my belief that September in Los geles is a perfect time for our ventions and for the joint meeting are planning."

Jones declared that manufact too, are experiencing increased to theatres.

NT&T Report

(*Continued from page* 1)

ended March 29, 1960, as comp with net income of $903,838 o cents per share for first 26 wee the preceding fiscal year. Not incl in report is a net profit of app mately $3,000,000, which will from sale of WDAF-AM-TV, K City, Mo., to Transcontinent Te sion Corp. for a cash price of 750,000. Completion of this tra tion now awaits approval of the eral Communications Commissio

However, the consolidated tota this year's 26-week period incl losses of $2,669,000, or 96 cents share, attributable to National Tel Associates, Inc. for the period. N film rental income was $7,238,000 provision for amortization of it ventory of television programs $5,527,000.

Statement by Cantor

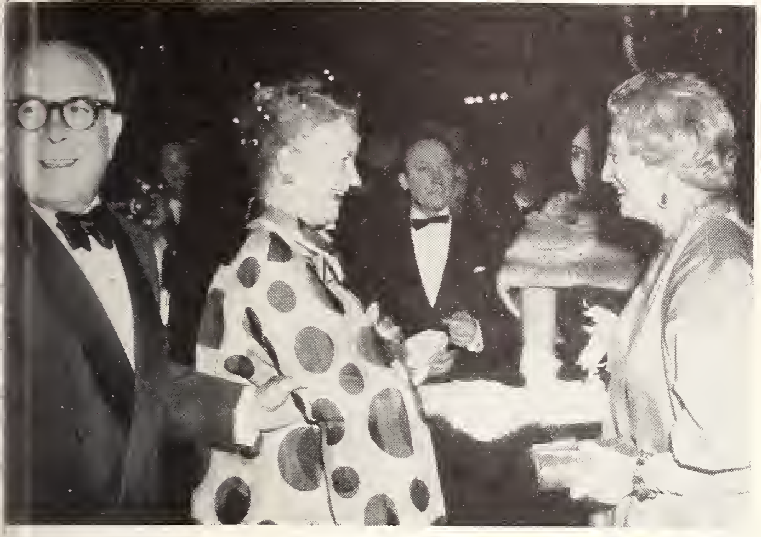
B. Gerald Cantor, NT&T presi in an interim report to stockhol said the market for TV syndic product continues to be adversel fected by two factors which acc for NTA's losses for the six-m period under review:

(1.) The major broadcasting works' expansion of programming their pre-emption of time from station affiliates.

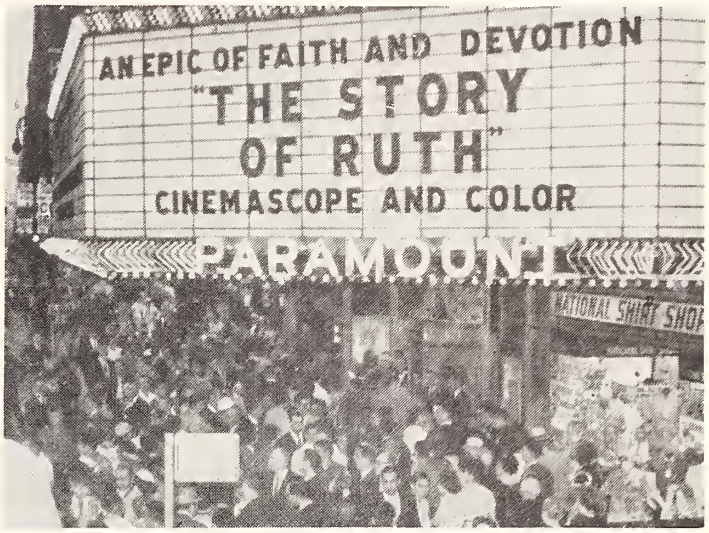
(2.) The previous bulk sale of r studio film libraries.

New concepts of selling req in order to meet the changing m conditions are being developed, tor said.

‘Story of Ruth” Makes Glittering N.Y. Debut!

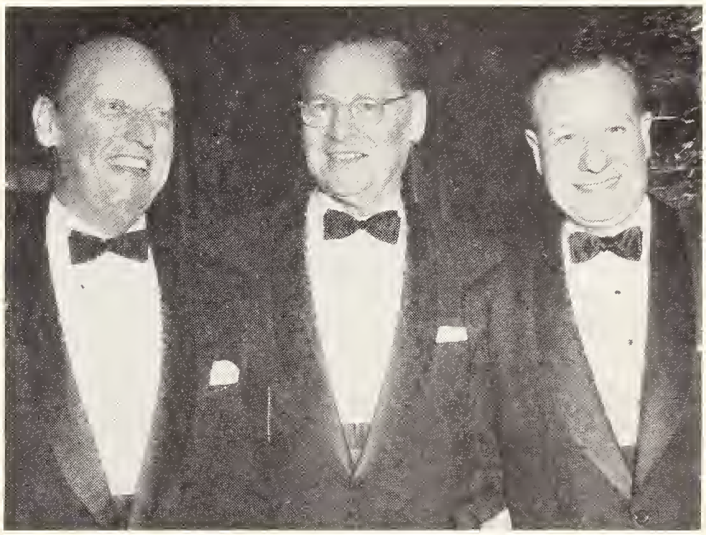


dway was host to the most exciting and glamorous Paramount Theatre niere in recent times as the benefit debut of "The Story of Ruth" brought rds of celebrities and industry notables to the showcase. Thousands of okers fought police to catch a glimpse of the event. Here 20th-Fox presi- Spyros P. Skouras and Mrs. Skouras (right) greet lovely Peggy Wood, one e stars of "Ruth."



Some of the thousands who jammed Times Square for the Musicians Aid Society bow. Mishel Piastro, internationally-known conductor, is president of the Society.

ntieth vice-president Charles Einfeld and Mrs. Einfeld (left) greet Israeli assador to the U. N., Arieh Eshel and Mrs. Eshel.



Twentieth general sales manager C. Glenn Norris (right), assistant general sales manager Martin Moscowitz (left) and ABC-Paramount Theatres vice-president Edward L. Hyman form a happy industry trio.

iumphal hug is given new-star from the Land Elana Eden by famous Peggy Wood, also stars in the Samuel Engel production.

Peter Falk, who co-stars in 20th's "Murder, Inc.", opening June 28 at New York's Victoria Theatre, is interviewed by NBC's Monitor.

Mr. and Mrs. Victor Borge (he's the chairman of the Musicians Aid Society benefit and the well-known pianist and entertainer) say hello to Paramount Theatre managing director Robert K. Shapiro.

THE STORY OF RUTH

is a

BLOCKBUSTER!*

* *Call Dick Beck at the*
Oriental Theatre, Chicago,
for the good news!

***Call* 20th!**

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

57, NO. 118 NEW YORK, U.S.A., MONDAY, JUNE 20, 1960 TEN CENTS

ke Settled

GA, ATFP Agreement 16-Year Pact

es Up; Health Plan Set; tudy Re-Run Royalties

By SAMUEL D. BERNS

LYWOOD, June 19.—A milen television labor management nship was reached at the week- the Writers Guild of America tors reached agreement on a ontract with the Alliance of ion Film Producers to end a k-old strike.

ns are expected to pave the r agreement between WGA and sociation of Motion Picture Pro- (major film producers) in their tions on television terms which ollow these successful sessions

(*Continued on page* 5)

note 'Arabia' 18 ths in Advance

mbia Pictures will not release piegel's "Lawrence of Arabia" least 18 months and the picture even begin production until this ber. But tomorrow the Los An- dvance public relations for the will be initiated by Anthony g, eminent British career diplo- ho is a noted author and lec-

(*Continued on page* 2)

amount Suit Claims r Tube-Patent Plea

Special to THE DAILY

MINGTON, June 19.—A patent reached U.S. District Court n Friday in a suit by Paramout s Corp. against International rd Electric Corp., charging that tent office erred in awarding of invention to defendants

(*Continued on page* 2)

Expect Theatre TV of Tonight's Bout To Beat Old $1.4 Million Gross Record

A new record gross for large screen, closed circuit TV of a championship fight is expected to be set tonight, barring any wide-spread inclement weather that would keep large numbers away from the more than 200 theatres, arenas, ball parks, etc. in 60 cities which will show the Johansson-Patterson heavyweight championship bout at the Polo Grounds here. The previous record of $1,400,000 was set with the second Robinson-Basilio go in 1958.

There will be 700,000 closed circuit TV seats available at an average cost to the public of $4 to $5. About half the locations and seats are theatres. Conservative estimates of grossing probabilities for tonight's large screen telecast, granting favorable weather conditions, are from $1,500,000 to $1,600,000. The advance sale, according to spot checks, is running better

(*Continued on page* 2)

Order 1000 Prints For UA Fight Film

United Artists is ordering 1000 prints of the film of the Ingemar Johansson-Floyd Patterson heavyweight championship fight, which takes place tonight according to William J. Heineman, UA vice-president.

The UA sales chief said the print order represents the highest in com-

(*Continued on page* 2)

'Alamo' Bow to Honor Memory of O'Donnell

The late Robert J. O'Donnell, pioneer Texas exhibitor and philanthropist, will be honored by an advance formal invitation preview of "The Alamo" Oct. 25 at the Capri Theatre, Dallas, Texas, it was announced by John Wayne and William J. Heineman, vice-president of United Artists. Proceeds of the event will go to a new Variety Club building, named in

(*Continued on page* 4)

Johansson Signed by Bartlett for Film Role

From THE DAILY Bureau

HOLLYWOOD, June 19.—Heavyweight champion Ingemar Johansson has signed with producer Hal Bartlett to star in the latter's independent production, "The Big Man." Johansson recently made his American film debut in a top role in the Bartlett production for Columbia release "All the Young Men."

Pittsburgh Exchange Area Zoned for 6-Month Film Merchandising Campaign; Will Pick Film

Special to THE DAILY

PITTSBURGH, June 19.—Pittsburgh area exhibitors, in an all day meeting here Friday formulated plans for the inauguration of their six-month COMPO-Marcus picture merchandising plan.

It was decided to divide the exchange area into zones, based on the distribution pattern and availability of prints, and to arrange with distributors for the screening of prints suitable for the promotion. Area chairmen will be appointed for each zone as soon as the organizational details are worked out.

Attending the meeting were George Stern and Harry Hendel of Allied MPTO of Western Pennslvania, Henry Burger of the Stanley Warner Theatres, Ted Manos and Joe Bugala of the Manos Circuit, Frank Lewis and Earl Beckwith of Blatt Bros. Theatres, Kenny Winograd of the Oriental Theatre, Rochester, and Alec Moss of COMPO, who will coordinate the work of the various committees.

Board Acts

Cooperation of MPI Pledged to More Filming

Fiscal Help Set for New Exhibitor Production Unit

Special to THE DAILY

KANSAS CITY, June 19.—Cooperation with the projected production company sponsored by the American Congress of Exhibitors has been assured by Motion Picture Investors. The board of directors of MPI has approved financial assistance in an undisclosed amount, and presumably could, and would, increase its participation in the event additional funds to launch the production company are required later on.

MPI's action was taken after hearing S. H. Fabian, ACE chairman, de-

(*Continued on page* 2)

Allied Takes New Crack at Roadshowing Films

From THE DAILY Bureau

WASHINGTON, June 19.—Continuing its campaign to move up the 35mm release of M-G-M's "Ben-Hur," the emergency defense committee of Allied States Ass'n. at the weekend issued a bulletin asserting that exhibitors "resent" the practice of "discrimination" in favor of 70mm theatres.

This reaction has spread to theatre patrons, EDC claims, and quotes from

(*Continued on page* 2)

Einfeld to Europe on Production Check-Up

Charles Einfeld, 20th Century-Fox vice-president, leaves here tonight for London, Paris, and Rome to check on extensive European production activities the company now has in operation. Upon arriving in London Ein-

(*Continued on page* 2)

Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD
Complete facilities for every film need in black and white or color

PERSONAL MENTION

William G. Reich, American International Pictures vice-president in charge of foreign distribution, has left here for Los Angeles where he will join **James H. Nicholson**, president, and **Samuel Z. Arkoff** for a world tour.

•

Harry M. Kalmine, vice-president of the Stanley Warner Corp., became a grandfather late last week with the birth of a daughter, **Nicki**, to **Mrs. Paul Lazare**, the former **Janet Kalmine**.

•

William Castle, producer-director, has arrived in Detroit from Hollywood.

•

Marvin Levy, of the M-G-M home office advertising-publicity department, has returned from Hollywood following a three-week tour in behalf of "The Adventures of Huckleberry Finn."

•

Roy Winkler, free-lance artist, has returned to New York from Hollywood and San Francisco.

•

Susan Schaefer, daughter of **Sidney Schaefer**, Columbia Pictures director of media and printed advertising, was married here yeterday to **Arnold I. Levy**.

Columbia Duo Strong

William Goetz' "The Mountain Road" and Louis de Rochemont's "Man in a String" grossed $2,900 on the opening day of the dual bill at the Albee Theatre in Brooklyn, it was disclosed last week by Columbia Pictures, distributor of both films, which have been booked to play the complete RKO circuit beginning June 29.

check with.... national screen service for the best in SPECIAL TRAILERS

'Arabia' Drive

(*Continued from page* 1)

turer and former vice-president of the United Nations General Assembly.

The handsome, 40-year-old Nutting, who has visited the Middle East in one capacity or another over the past eight years, outlined his itinerary Friday at the Columbia home office here. He intends to visit top press and TV personnel in his key-city tour. He stated that he will remain Spiegel's special assistant until the picture is released.

Marlon Brando is the man most likely to play Lawrence, Nutting said. Negotiations with the actor are almost complete. The screenplay is now in the hands of Spiegel and director David Lean.

Nutting brought to the conference a collection of photographs taken in Jordan by Lean, who wished to emphasize the scope of locations for shooting. All shooting will take place in Jordan. A print should be ready by next May or June.

Jordan was chosen as the shooting site, Nutting said, for three reasons —authenticity, the magnificence of the topography, and because the Jordanian government was so hospitable toward the film-makers.

Nutting described "Lawrence" as a big adventure story, one of human tragedy, of a man torn between loyalties.

"Lawrence" will be produced, as was "Bridge on the River Kwai," for Horizon Pictures of London. Jonas Rosenfield, Jr., Columbia vice-president in charge of advertising, publicity and exploitation, said the film probably will be shown on a hard-ticket policy.

Paramount Suit

(*Continued from page* 1)

Louis W. Parker rather than to the plaintiff's Ernest O. Lawrence for an electrode system in a cathode ray tube. Lawrence's patent is No. 2,692,-532, and Parker's patent is number 2,660,684, for which reissue application 448,315 was made. Attorneys for Paramount are Samuel B. Smith of Merriam, Smith and Marshall, Chicago, and Edmund D. Lyons for Morris, James, Hitchens and Williams, Wilmington.

The court is asked to adjudge that Lawrence was entitled to an award of priority against Parker; that the structure disclosed in Parkers application is inoperative and fails to make disclosure of the Lawrence invention; that the Commissioner of Patents be directed to find that priority should be awarded to Lawrence; that Parker's actions before the Patent Office resulted in improper harrassment of the plaintiff with resultant injury and damage and that plaintiff be given other and further relief.

Minimum Wage Bill Hailed by AFL-CIO

From THE DAILY Bureau

WASHINGTON, June 19. – The AFL-CIO has hailed as a "substantial breakthrough" the House-reported minimum wage bill. Its joint minimum wage committee noted, however, that the measure "does not cover as many workers as the labor movement believes" should be covered.

Almost simultaneously, the U.S. Chamber of Commerce predicted that an increase in the minimum wage would tend to spread unemployment among the unskilled, the handicapped, and non-white workers.

Allied Takes New Crack

(*Continued from page* 1)

the column of a newspaper staff writer in Albany, where "Ben-Hur" has not yet opened. The writer is Michael Pilley of the *Knickerbocker News*, whose entire column called "Ben-Hur Too Long Overdue" is printed in the Allied bulletin.

In the same bulletin EDC takes issue with a 20th Century-Fox representative for allegedly asking the exhibitor of a theatre not playing "Can-Can" to promote the picture on behalf of a nearby theatre which is showing the 70mm film. Says Allied: "Imagine the resentment of such an exhibitor when Fox has the audacity to ask him to cut his own throat by urging his customers to journey elsewhere to see this picture."

UA to Offer Yule Prints

HOLLYWOOD, June 19.–To permit early bidding on United Artists' "The Facts of Life," answer prints will be available the first week in October for all bid situations in time for Christmas release.

Bob Hope and Lucille Ball head the cast of the Panama-and-Frank comedy-drama, which also stars Ruth Hussey, Don De Fore and Louis Nye.

'Apartment' Sets Marks

Billy Wilder's "The Apartment" has set new opening-day, non-holiday records–one at the Plaza Theatre here and the other at the United Artists Theatre, Chicago, it has been disclosed by United Artists. The company also reported high first-day grosses for the film at the Astor Theatre here and at the RKO Keith in Washington.

'Psycho' Sets Records

The biggest opening day business in the history of the DeMille and Baronet Theatres was set by Alfred Hitchcock's "Psycho" in its joint New York premiere debut last week. Combined gross for the day was a big $9,397 with $6,643 registered at the DeMille and $2,754 at the Baronet.

MPI Pledg

(*Continued from page* 1)

scribe the present status and f
plans of the exhibitor-sponsored
duction company at a board me
here last week.

The same meeting voted to re
a restriction that limited MPI in
ment in any one production com
to 15 per cent of MPI's assets.
portedly, the limit was raised t
per cent, although this could no
confirmed immediately.

MPI is understood to have r
approximately $500,000 to
through the sale of its stock to ex
tors and exhibitor organizations
some allied industries. A large
tion of that has been used for the
chase of stock in major produc
distribution companies in order
MPI may exercise a stockholder's
in an effort to influence company
icy as circumstances warrant. In
tion, MPI is negotiating with se
companies for acquisition of sel
top films from post-1948 librari
reissue to theatres to help reliev
product shortage.

No General Appeal Made

The new ACE production p
has $2,000,000 pledged to it b
five largest circuits and about $1,
000 by the larger independent
uits. No general appeal for fund
been made by ACE yet to exhil
at large, or to exhibitor organiza

Theatre TV of Bout

(*Continued from page* 1)

than for any previous fight. How
experience has shown that mo
the theatre TV trade is of the dr
variety.

TelePrompTer handled the
screen TV arrangements, and U
Artists has the rights to the m
pictures of the fight.

Order 1,000 Prints

(*Continued from page* 1)

pany history for a boxing event
far exceeds the number of print
tributed for the first champio
fight between Johansson and P
son last year. He said that reques
the fight films are pouring in
every section of tthe country
flecting the enormous public in
in the re-match.

Einfeld to Europe

(*Continued from page* 1)

feld will attend the world premie
Jerry Wald's "Sons and Lovers
Thursday at the Carleton Theat

While there he will also c
with Walter Wanger, Carlo Ponti
Anthony Asquith. In Paris he
meet with Darryl F. Zanuck a
Rome with Samuel Engel, Leo
Carey, and Sidney Buchman.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood B Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

BRIDES of DRACULA

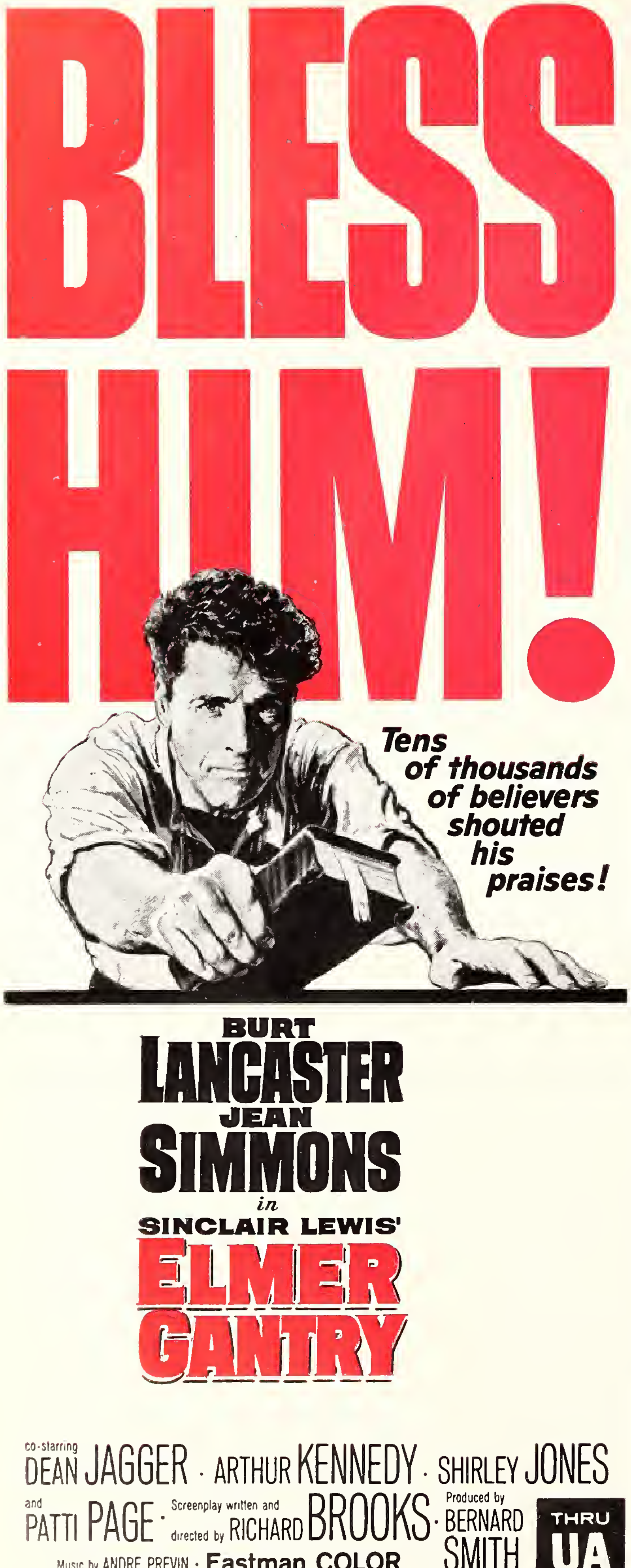
IS GROSSING 31% BETTER THAN HORROR OF DRACULA IN ITS EARLY OPENINGS!

It's a HONEYMOON for "Brides" in

ATLANTA, Paramount
SAN ANTONIO, Texas
DETROIT, Palms
BAY CITY, Washington
FLINT, Palace
SAGINAW, Franklin

MILWAUKEE, Towne
NEW ORLEANS, Joy
GRAND RAPIDS, Regent
BATTLE CREEK, Michigan
JACKSON, Capitol
MUSKEGON, Michigan

BRIDES of DRACULA TECHNICOLOR® Starring PETER CUSHING · FREDA JACKSON · MARTITA HUNT
YVONNE MONLAUR · Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY · Directed by TERENCE FISHER · Produced by ANTHONY HINDS · Executive Producer MICHAEL CARRERAS
A Hammer Film Production · A Universal-International Picture



BLESS HIM!

Tens of thousands of believers shouted his praises!

BURT LANCASTER
JEAN SIMMONS
in
SINCLAIR LEWIS'
ELMER GANTRY

co-starring DEAN JAGGER · ARTHUR KENNEDY · SHIRLEY JONES
and PATTI PAGE · Screenplay written and directed by RICHARD BROOKS · Produced by BERNARD SMITH
Music by ANDRE PREVIN · Eastman COLOR
THRU UA

REVIEW:

The Subterraneans

M-G-M—CinemaScope

Some sharp and scintillating dialogue contributes verbal excitemer "The Subterraneans," but it doesn't help to explain the "beatnicks" more than have previous films on the subject. At least, however, picture treats the new Bohemians seriously and with some symp instead of exploiting them for farce or melodrama as in the past.

Exhibitors thus can promote "The Subterraneans" (so-called bec they spend most of their lives in underground habitats—cellars, a ments, and bars) as a "beatnick" film with a difference. On the c hand, with the "beat" generation not so much in the limelight recc showmen might do better to concentrate on selling this picture romance, played out in an attractive manner by two of the most gratiating young players on the screen today—Leslie Caron and Ge Peppard.

Miss Caron, of course, was "Gigi," and she gives further evidenc the versatility of her talent here through a touching depiction of a trou young woman seeking to escape reality among the pleasure-seeking "l nicks." Peppard, the actor who stole "Home from the Hill" from veteran stars and another pair of newcomers, shows his work in picture was no flash-in-the-pan. He gives another vigorous and intelli performance as a young writer looking for "kicks" among the Bohe crowd and finding real love instead with Miss Caron.

The affair between these two is the heart of "The Subterrane and it runs a rocky path of hot lovemaking, bitter bickering, and q reconciliations. For all the unconventionality of the romance, how it has a respectable conclusion: Miss Caron becomes pregnant, and pard does the right thing by her—he offers to marry her and is accep Neither of these leading characters is adequately explained in the scr play of Robert Thom, but the actors bring such vitality to their perf ances that the average spectator is hardly likely to notice.

In the meantime some fascinating glimpses of life among the "l nicks" are supplied, particularly in an early scene in which a host of t gathers in a basement for a weird ritual which seems akin to the " fessional" at a revival meeting. The lights are dimmed and a spot turned on the faces of one of the participants who then rises and about his philosophy of life.

Here, as throughout the film, the dialogue is exciting and orig with the "beatnicks" all talking like characters in a stage play—ar pecially brilliant comedy of manners. Sample: "Life is one long p and all the people in the world are party-crashers." Or the her trying to explain herself: "I go through men like most women run thr money. I wish I could hoard one man just once."

"The Subteranneans" comes from a book by Jack Kerouac, the l priest of the "beat" novelists, with the most considerable change b that the Caron character was a Negress in the original. Arthur F has given the film an expensive look with CinemaScope and Metro and Ranald MacDougall directed with skill, having that colorful dial spoken with glibness, not only by the leads but much superior taler Roddy McDowall and Janice Rule, as two other disturbed "beatni If only the picture told us clearly what they're troubled about or what they stand for, if anything.

Running time, 89 minutes. Release, not set.

Richard Gert

To Honor O'Donnell

(Continued from page 1)

O'Donnell's honor, and to the Dallas Blind Children's Services.

Seats will be $50 each in the 1500-seat house for that evening's performance. Leading government officials, dignitaries, social leaders and Wayne himself will attend the charity showing.

Spearheading the drive is Phil Isley, owner of a large chain of Texas theatres. Assisting him is Gordon B. McLendon and other Texas businessmen.

Re-Decorate S-W Ho

WASHINGTON, June 19. – decoration of the Stanley W Takoma Theatre here has be Scheduled are improved projectio the booth, new carpeting for the ditorium, new wall covering, a screen and a new traveler. planned is refurbishing of the la lounge and redecoration for lobby. The theatre will remain while these improvements are b made since the work will be ducted during non-business hours

rike Settled

(*Continued from page* 1)

een WGA and the networks. The nce had been holding private ings with AMPP during its course gotiations with WGA.

reement on terms which will end trike by the guild against mem- of production firms of the Alli- was announced by WGA-West lent Curtis Kenyon, and Alliance lent Richard Jencks.

morandum of agreement was d by Jencks, Kenyon and Evelyn ey, executive director of DGA- Agreement will be passed on e guild council at once for sub- on to the general membership.

Provisions Outlined

ncipal provisions of terms are:

Contract to be for six years from late on which the strike is offi- terminated against the Alliance.

Minimum salary scale to be in- ed 10 per cent the first two of the contract plus an addition- per cent compound increase the d two years of contract.

Establishment of a joint fact- g commission to determine a y formula whereby writers will e their original salary for the uns only and thereafter will re- a minimum of 4 per cent of the ate gross of all re-runs, domestic oreign in perpetuity. The com- on will use writers' television al payments over the past five as a basis on which to deter- royalty percentages, with 4 per of the world gross as a floor.

lliance Permitted Rejection

e Alliance reserves the right to the commission's recommenda- at the end of the first two years e contract. In this event, the d two years of the contract will ain the existing percentage of inimum residual formula.

ring the final two years of the ment the guild and the Alliance accept the commission's findings. ms produced and released after oyalty plan goes into effect will ligible for percentages of the gross.

Non-contributory health and wel- plan to be financed by producers' ent of 5 per cent of the initial d compensation with a ceiling uble minimum. The plan is to intly administered by the Guild he Alliance. Health and welfare will be continued during the y formula payments.

Regarding Pay-TV

Provisions covering television for pay-TV as follows: Alliance s that it will, before releasing a elevision film to pay-TV, nego- an agreement for such use of V. If no agreement is reached, uild may cancel its free televi- arrangements. The Alliance will, e engaging any writer to write lms intended primarily for pay- notify the guild of its intention. agreement is reached, the guild be free to instruct its members not to perform services for the Alliance in the writing of scripts for pay-TV.

(6) Improvements in installment payments to writers.

(7) Improvement in relation to credits and in provisions covering speculative writers.

It was pointed out that the guild's royalty concept will open new and heretofore unattainable domestic markets because the financial obligations imposed by residuals will not be removed.

REVIEW:

12 To The Moon

Columbia

"12 to the Moon" (10 men and two women) is a science fiction picture unusual only in its political ramifications. The crew of the first manned rocket ship to the moon is composed of scientists from countries all over the world, including a Negro from Nigeria and a Polish Jew from Israel. America is represented by Ken Clark, the captain, and Bob Montgomery, Jr., a mathematics genius barely out of his teens. Francis X. Bushman does not make the journey but is a guest star in the picture.

Two of the voyagers, Anna-Lisa, a Swedish blonde, and Tema Bey, a Turkish biologist, fall in love and once on the moon are captured by beings there who live underground. Another of the dozen, Phillip Baird, British geophysicist, dies in lunar quicksand.

A Russian, Tom Conway, and a German, John Wengraf, exchange unpleasantries all the way through, and Richard Weber, the Israeli, gives both of them a going over. But the authentic villain of this piece is Roger Til, a French communist who plots to keep North America in a frozen state after it is iced over by those moon fellows who want to teach earthlings a lesson. Finally, when they see that humans do possess redemptive qualities, the moon chaps turn on the heat and defrost the U.S., Canada and Mexico. The rocket party lands safely, their journey a success.

The story by Fred Gebhardt, who also produced, was adapted for the screen by DeWitt Bodeen and directed by David Bradley. Patrons who enjoy outer space films will be satisfied with this one.

Running time, 74 minutes. Release, in June.

SAUL OSTROVE

Flinn to Mexico City

HOLLYWOOD, June 19. – John Flinn, Columbia Pictures studio director of publicity and advertising, left over the weekend for 10 days in Mexico City, accompanying George Sidney and his "Pepe" company for additional filming.

Cinestage to Reopen

CHICAGO, June 19. – The Cinestage here will reopen on July 1 with "Pay or Die" at popular prices and on a continuous performance basis.

DAMN HIM!

...Three women damned his soul!

BURT LANCASTER
JEAN SIMMONS
in
SINCLAIR LEWIS'
ELMER GANTRY

co-starring DEAN JAGGER · ARTHUR KENNEDY · SHIRLEY JONES
and PATTI PAGE · Screenplay written and directed by RICHARD BROOKS · Produced by BERNARD SMITH
Music by ANDRE PREVIN · Eastman COLOR
THRU UA

Fairway Fun at Cinema Lodge's Golf Tournament

A BRIGHT and sunny day plus a capacity turnout of 250 combined to make the ninth annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith at the Ryewood Country Club at Rye, N.Y. last Thursday one of the biggest and best yet.

Everybody showed up, with the Rye greens and fairways bustling with industry figures. Presiding at the banquet which followed the day of fun and sport, which involved, in addition to the golfing aficionados, pinochle and gin rummy players both of the expert and inexpert varieties, was Abe Dickstein, of Twentieth Century-Fox, new president of Cinema Lodge. He paid tribute to tournament chairman Martin Levine, co-chairman Marvin Kirsch, publicity chairman Milton Livingston, and the working committee which included among its members Herb Berg, Cy Seymour, Jack Hoffberg, Don Mersereau and Mrs. Tessie Linn, Cinema Lodge secretary, for the success of the event. Edward L. Fabian took the Film Daily trophy for having achieved the low net, while to Arkie Trento went the Cinema Lodge trophy for low gross. The Joe Hornstein trophy went to Arthur Doyle as low net runner-up, while Aquila Giles, low gross runner-up, took the Jack Alicoate trophy.

Hugh Owen, William Heineman, Frank Damis and Frank Marshall.

Dr. Henry Brown, Morey Goldstein, Bob Sherman and Nat Fellman.

Howard Minsky, Joe Dougherty, Leslie Winik and Jack Fitzpatrick.

At the presentation of top prizes. From left: Joseph Rosen, Abe Dickstein, Fabian, low net winner; Marty Levine, Arkie Trento, low gross winner; Mar Kirsch.

Putting Contest. Jack Hoffberg, Lou Golding, George Trilling, Ben Gladstc and Steve Trilling, on the practice green at Ryewood.

Driving Off. From left to right: Percy Furber, A. C. Giles, Bingo Brandt c Richard Brandt.

Milt Newell, George Dembow, George Aaron and Sam Wiener, as they prepo to tee off.

Photos by Edward Kir

ANNOUNCING A SPECIAL ISSUE OF MOTION PICTURE HERALD

MOTION PICTURE HERALD of July 2nd will be a special issue celebrating Martin Quigley's 45 years of service to the industry. Beginning as the industry was just sighting the new era that followed the nickelodeon, his career reaches its 45th year as the industry enters a new decade of brighter, broader prospect after one of unprecedented challenge. The fateful '50s are behind us and again new horizons appear. Among features observing Martin Quigley's 45th year Motion Picture Herald of July 2nd will offer facts and appraisals which are shaping the motion picture industry for these new times.

QUIGLEY PUBLISHING COMPANY • **New York, Hollywood, London** • **1915-1960**

MOTION PICTURE HERALD ***(Moving Picture World, Motion Picture News, Exhibitors Herald)*** **1907-1960**

Other Publications: **MOTION PICTURE DAILY, MOTION PICTURE ALMANAC, TELEVISION ALMANAC, FAME**

MEMO:
To Exhibitors who want to CLEAN UP...

I may not know everything but I'm sure of this. The theatre that shows trailers regularly gets more traffic, sells more candy and does a bigger gross. I ought to know. I do the cleaning regularly...and this theatre uses trailers with every show.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 87, NO. 119 NEW YORK, U.S.A., TUESDAY, JUNE 21, 1960 TEN CENTS

r April

ttendance Up y 1 Million n Britain

rage Theatre Receipts 864,000 for Month

From THE DAILY Bureau

NDON, June 17 (By Air Mail).—ma attendances were up by y a million in April and reached highest level since last October, ts the Board of Trade. Weekly dances during the month were 11 on and average box office takings 8 million ($3,864,000).

st December attendances reached lowest weekly average at 9.5 ons with gross takings £1.10 on ($3,080,000). In January at-nces average 10.9 million and gs £1.33 ($3,724,000) million ly; February figures were 10.5 on weekly and takings £1.31 on ($3,668,000); in March atten-

(*Continued on page* 4)

y TV System' Will Adjunct to Toll-TV

Special to THE DAILY

IAMI BEACH, June 20 — Tele-pTer Corp. tonight publicly un-d its Key TV system, described adjunct of toll-TV, and a new m of audience participation in ision, at the convention of the Na-l Community Television System

e patented system, demonstrated

(*Continued on page* 6)

IPP Joins in Terms r New WGA Contract

From THE DAILY Bureau

OLLYWOOD, June 20. — An ment was reached at the week-by representatives of the Associa-of Motion Picture Producers and Writers Guild of America similar at which WGA had made earlier the Alliance of Television Film ucers. The action brought to an

(*Continued on page* 5)

EVISION TODAY—page 5

TOA Hails Plan for Exhibitor-Backed Production Firm; Eager to Participate

Theatre Owners of America hails the proposed exhibitor-sponsored film production company in its current bulletin to members and declares that TOA stands "impatiently eager to help and participate in it."

"It is our hope the new company can be activated quickly and if it is, TOA will be foremost among its enthusiastic supporters," the bulletin declares. Members are told, "We urge you again to be ready with your financial support to get the show on the road as quickly as possible."

The project, initiated by the American Congress of Exhibitors, is de-

(*Continued on page* 4)

CBS Scores Heavily In 'Emmy' Sweeps

By SAUL OSTROVE

Notable motion picture performers—Ingrid Bergman, Laurence Olivier, Robert Stack and Jane Wyatt—dominated the 12th annual awards telecast presented last night here and in Hollywood by the Academy of Television Arts and Sciences.

Winners of the 12th annual "Emmy" Awards for outstanding performance on television in 1959 are published on Page 5.

By network breakdown, CBS easily outstripped the field, its programs winning 13 Emmies to five for NBC,

(*Continued on page* 5)

Business Brisk for Theatre TV of Fight

Spot checks by correspondents in key cities yesterday revealed brisk demand for seats to the theatre TV of last night's Ingemar Johansson-Floyd Patterson heavyweight title fight at the Polo Grounds, New York, won by Patterson.

It will be some time before the re-

(*Continued on page* 5)

Eliot Hyman Resigns As UAA President

Eliot Hyman yesterday announced his resignation as president of United Artists Associated, Inc., the television film distributing subsidiary of United Artists Corp.

Eliot Hyman

In his letter of acceptance Arthur B. Krim, president of United Artists Corp., wrote: "We at United Artists want you to know how very much we regret the loss of your valued services. You have made a great success of operation of United Artists As-

(*Continued on page* 4)

Trans-Lux 85th St. Here Will Be Transformed Into Combination Theatre and Parisian Cafe

Work began here yesterday on remodeling and reconstruction of the Trans-Lux 85th Street Theatre into a combination theatre and cafe.

The inner and outer lobbies of the theatre and the front and entrance are being transformed into an exact replica of a Parisian street, complete with shops, bookstalls, foliage, and the cafe itself. The latter will be operated by Trans-Lux exactly in the same manner as a street cafe in Paris—offering theatre patrons a menu with a variety of wines and liqueurs; a large variety of French pastries; tea; sandwiches; bon-bons; coffee and other beverages. Imported French gourmet viands will also be offered for sale and displayed in shop windows forming part of the over-all decor.

Cost of the re-modeling will be $100,000, according to Richard P. Brandt, president of Trans-Lux Theatres Corp., and Thomas E. Rodgers, vice president. To their knowledge, they added, this will be the first theatre of any kind to purvey wines and liqueurs. A charity opening is planned for some time after Labor Day.

Told in Annual Report

Cinerama Sets FourNewFilms; Single Lens

Large Loan Will Finance Research and Production

Cinerama, Inc., will use $9,000,000 borrowed from the Prudential Insurance Co. to finance research and development of a new single lens photographic system and to finance four new Cinerama pictures, stockholders are told in the annual report of the film company issued yesterday.

Terms of the deal with Prudential are spelled out in notes to the financial report for fiscal 1959, which shows a net loss of $108,672 as compared to a net loss of $94,194 for 1958. Operating income for 1959 was $2,565,251 against $1,773,460 for the previous year.

In the agreement with Prudential, which was made in May of 1959, Cinerama can borrow series A notes up to $1,500,000 for development of Unilenz, the single lens system, and

(*Continued on page* 4)

Quigley to Moderate Ohio ITO Sessions

Special to THE DAILY

COLUMBUS, O., June 20.—Martin Quigley, Jr., editor of *Motion Picture Herald*, will act as moderator and master of ceremonies at morning and afternoon sessions Thursday, Oct. 13, of the convention of the Independent Theatre Owners of Ohio in Columbus, it was announced by Ken Prickett, executive secretary.

"These meetings will be a great

(*Continued on page* 4)

Re-Name 4 International Variety Clubs Officers

Special to THE DAILY

PHILADELPHIA, June 20. — Re-appointment of four key Variety Clubs International officers was announced today by Edward Emanuel as his first official act since becoming chief barker.

George Hoover of Miami was re-

(*Continued on page* 4)

PERSONAL MENTION

DAN FRANKEL, president of Zenith International, and **Bernard Jacon**, sales representative, will leave here today, the former for the Coast, the latter for Dallas, New Orleans, Atlanta and Charlotte.

•

Jerome Evans, Universal Pictures Eastern promotion manager, will leave here today for Chicago to confer on distribution plans for "Spartacus."

•

Alfred Hitchcock will return to Hollywood today from the East.

•

Jack Essick, of the Modern Theatres Circuit, Cleveland, has returned there with **Mrs Essick** from a four-week vacation trip to the Coast.

•

Raoul Levy and **Mike Mindlin**, co-producers of "The Longest Day," have returned to New York from Paris.

•

Wanda Varney, switchboard operator at the Palaee Theatre, Cleveland, will be married on July 9 to **Victor Gattuso**, assistant manager of the theatre.

•

Irwin "Curly" Sears, booker for Seaway Film Distributing Co., Cleveland, is in Lakeland Hospital there following a heart attack.

•

Robert Youngson, producer of "When Comedy Was King" for 20th Century-Fox, will be married in Sussex, N. J., on Saturday to **Margaret Jeanne Keyes**.

'Usher' Premiere Aids Children's Clinic

Special to THE DAILY

PALM SPRINGS, Calif., June 20—American International Pictures staged a charity premiere for its "House of Usher," here Saturday night, proceeds of which went to the Angel View Crippled Children's Foundation, which supports a clinic at nearby Desert Hot Springs. The foundation, a non-profit, non-sectarian organization, through its clinic, treats without charge any youngster crippled by polio, spastic paralysis, arthritis or any other disabling disease.

Hollywood personalities joined press representatives Saturday morning on a motorcade from American International's studios to Palm Springs. A luncheon rally was staged en route at the famed Mission Inn in Riverside.

Mark Damon and Myrna Fahey, co-stars of the picture, headed the celebrity contingent.

PLAN VARIETY CLUB DRIVE: Joseph Levine (left), chairman of the membership committee of New York Variety Club No. 35, and Harold Zeltner, Metropolitan district manager for MGM, who has been appointed associate chairman, map plans for a membership drive. Levine's goal is to make Tent No. 35 the biggest in the world.

Erickson, Sales Veteran, Plans to Retire Sept. 1

Special to THE DAILY

SAN FRANCISCO, June 20—Jack Erickson, San Francisco branch manager for 20th Century-Fox, today announced his retirement, effective Sept. 1. He will be replaced by Reville Kniffin, now branch manager of the Denver exchange.

Erickson has been in the industry for 40 years. He moved to San Francisco from New York in 1920 as a salesman for Pathe. Later he went to work for Universal as a salesman, then Gaumont-British. In 1937 he started with 20th-Fox. He was made San Francisco branch manager in 1951.

Kniffin worked as assistant sales manager to Erickson several years ago. Later he went to Los Angeles as branch sales manager and was made assistant division sales manager to Herman Wobber, now retired. In March, 1959, Kniffin was made branch sales manager in Denver.

Senate Minimum Wage Group Meet Delayed

From THE DAILY Bureau

WASHINGTON, June 20. — The Senate labor committee was unable to continue work on its minimum wage proposal today when minority leader Dirksen (R., Ill.) objected to a meeting that conflicted with a Senate session.

Majority leader Lyndon Johnson (D., Tex.) expects to have the Senate convene at noon Tuesday so that the committee will be able to meet.

'U' Mid-Summer Sales Meet in San Francisco

Universal Pictures will hold a four-day mid-summer sales executives conference at the Hotel Fairmont in San Francisco starting next Monday, to be attended by the company's executives from New York and California and its regional sales managers, it was announced here by Henry H. "Hi" Martin, vice-president and general sales manager. Martin will preside.

Milton R. Rackmil, president of Universal, and Edward Muhl, vice-president in charge of production, will participate as will David A. Lipton, vice-president in charge of advertising and publicity.

Attending from New York besides Martin will be F. J. A. McCarthy, assistant general sales manager; James J. Jordan, circuit sales manager and Jeff Livingston, executive coordinator of sales and advertising.

Regional sales managers participating will be Barney Rose, who headquarters in San Francisco; Joseph B. Rosen, who headquarters in New York; P. F. Rosian from Cleveland and R. N. Wilkinson from Dallas.

Mid-South Allied Meet In Memphis, July 11

Special to THE DAILY

LAKE PARK, Ia., June 20.—Allied Independent Theatre Owners of the mid-South will meet at the Hotel Gayoso, Memphis, Tenn., on July 11, Al Myrick, president of national Allied States, announced.

Myrick and Trueman Rembusch, chairman of Allied's emergency defense committee, have been scheduled as speakers for the meeting.

Confusing Ways o The Memphis Censors

Special to THE DAILY

MEMPHIS, June 20. — It is confusing to try to keep up wit actions and lack of same of the phis motion picture censor boar

Some time ago it banned French film, "Love Is My Profes starring Brigitte Bardot. The was then shown in West Men Ark., just across the river from phis, which has no censorship.

Now the film has been showi the Ritz Theatre in Memphi about a week, and nothing has heard from the censors. The fil parently is no longer objectional eensors, or something.

Meet in S. F. Frida On TOA Convention

Joseph G. Alterman, administ secretary of Theatre Owners of ica, will meet Friday in San Fra with West Coast exhibitor lead further plans for TOA's 13th a convention and motion picture try trade show at the Ambassado tel in Los Angeles, Sept. 13 t Alterman will meet with Roy C TOA's executive committee chai the nine other honorary chairm the convention; and representati National Theatres, to review the vention program outline, and show plans.

He will leave New York We day, spending Thursday in Los les at the Ambassador Hotel to physical arrangements, and th proceed to San Francisco. He w back at TOA's New York headqu next Monday.

Darlington Promote

LONDON, June 20.—Stanley ington, formerly sales co-ordi manager for Columbia Pictures Ltd., and previously contract troller, has been promoted to as to the sales manager, it has bee nounced by E. J. Bryson, Colu sales manager. The appointme eomes effective immediately. D ton has been with Columbia than 25 years and has been sal ordination manager for six years

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center • Ci 6-4600
WALT DISNEY'S 'Pollyanna
Starring JANE WYMAN • RICHARD EG
and presenting HAYLEY MILLS
Distributed by BUENA VISTA DISTRIBUTION CO., I
In TECHNICOLOR®
ON THE GREAT STAGE "RADIO CITY MUSIC HALL FOL

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood I Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bur Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gal Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copie

THUNDER *Crashes* IN CAROLINA

100 THEATRE SATURATION *SMASH* OPENINGS TO ALL-TIME HIGHS. BOXOFFICE RECORDS KNOCKED OVER LIKE TEN PINS!

READ what the Exhibitors say:

"Absolute all-time record."

"Opening surpassed anything we have ever had."

"Best Wednesday in 10 years."

"Opening day a new house record - 4th day broke that."

"Ladies a big part of audience and loved it -holding over."

"Color gorgeous. Excellent comments."

"Audiences really enjoying it. Television campaign was great."

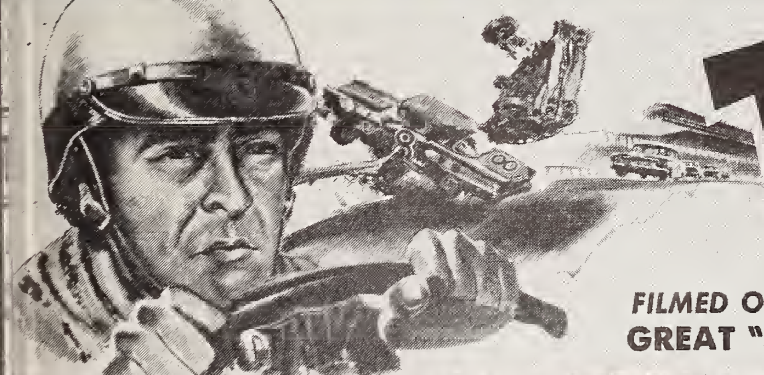
"Midweek business topped best week-end."

"Great holding power. Turnaway business every night."

"Average week's business on opening day."

"Drive-In traffic backed up 5 miles. Turned away more than we kept."

BOXOFFICE RECORDS WERE MADE TO BE BROKEN BY



THUNDER IN CAROLINA

IN COLOR

FILMED ON THE SPOT AT THE GREAT "SOUTHERN 500"

Flash !
"This picture has put us back in business, thanks to Howco. Original booking 7 days, will hold second week sure, and then continue indefinitely."
—H. P. McMANUS
Greer Drive-In Theatre
Greer, S. C.

RING

ORY CALHOUN

CO-STARRING
ALAN HALE · CONNIE HINES · JOHN GENTRY

ed by cis White · Directed by Paul Helmick · Written by Alexander Richards · A Darlington Films production · Released by Howco International

WIDE SCREEN

NATIONAL RELEASE JULY 15

MGM to Film 'Western' As First in Cinerama

From THE DAILY Bureau

HOLLYWOOD, June 20. – "The Great Western Story" will be MGM's initial film in its Cinerama agreement, it was announced by studio head Sol Siegel. The picture, conceived by Bing Crosby Productions, which it will co-produce with MGM, was inspired by Crosby's record album, "How the West Was Won." St. John's Hospital Foundation will share in the profits to build a new wing in its Santa Monica Hospital.

Six massive, inter-related historical segments are planned, with a continuity of story line, and each written especially for twelve of Hollywood's top stars.

Cinerama Sets

(Continued from page 1)

series B notes up to $1,500,000 and Series C notes up to $6,000,00 to finance 75 per cent of the cost of production of four new Cinerama films. The remaining 25 per cent of the cost, to a maximum of $750,000 per picture, is to be invested for an equity in the pictures by Robin International, a corporation owned by Nicholas Reisini, now chief executive officer of Cinerama, Inc. (Robin Int'l. is licensed to exhibit Cinerama pictures in certain foreign countries.)

All loans under the agreement bear interest at 6 per cent and are secured by the pledge of the capital stock of all present and future subsidiaries and by liens or rights to obtain liens on substantially all of the assets now owned or subsequently acquired by Cinerama and its subsidiaries. A commitment fee of ½ to 1 per cent per annum is payable on unborrowed funds.

Provision for Prudential

Prudential will also receive the following interests in consideration of the May, 1959, agreement:

Five per cent of the gross box office receipts from exhibition of the four new Cinerama pictures after deduction of admission taxes and after recoupment by Cinerama, Inc., of the gross production costs;

Commencing April 1, 1974, a 15 per interest in film rentals realized by Cinerama from the exhibition of each of the four new pictures;

For the period April 1, 1959, to April 1, 1974, a 15 per cent interest in the total consolidated cumulative pre-tax profit of Cinerama, Inc., excluding profits realized from theatres owned or operated by Cinerama, Inc.

In another deal with Prudential, made in September, 1959, Cinerama borrowed $3,000,000 with which it acquired from Stanley Warner Cinerama Corp. all its exhibition rights and properties. This loan, secured by the pledge of all such assets and by Robin Int'l. and Reisini, bears interest at 6 per cent and is repayable based on gross monthly proceeds from the five original Cinerama pictures so acquired to the extent of 50 per cent of the first $100,000 of monthly receipts and 65 per cent of any excess, with a minimum monthly payment of $100,000 commencing December, 1959.

In consideration of this second agreement, after the loan is paid in full, Prudential wlll receive 15 per cent of Cinerama's gross proceeds from the exhibition of the five original Cinerama pictures.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

REVIEW:

The Fall of the House of Usher

American International—CinemaScope

This almost literal translation of Edgar Allan Poe's prototypical horror story to the screen is a notable cinematic achievement combining both art and box office. On the artistic side it is a mood picture, departing from reality far enough to partake of the dream-like atmosphere which Poe's genius created. On the other hand Roger Corman, who both produced and directed, and Richard Matheson, who wrote the screenplay have expanded the scope of the original story sufficiently for the more literal needs of the camera and for broad audience appeal.

Imaginative settings, re-creating Poe's darkly suggestive descriptions of the ancient and crumbling house, its surroundings dank and bare of vegetation, the family crypt all photographed superbly in CinemaScope and color enhance the story and flawlessly build the mood of horror.

Excellent also is the choice of cast with suave and esthetic Vincent Price as Roderick Usher, gloomily and insanely determined that the evil of the house must end with him and his sister; Myrna Fahey as the sister, torn between reality and the evil dream world of her brother; Mark Damon, her fiance, just as determined to rescue the sister as Price is determined to prevent the marriage; and Harry Ellerbe as the aged retainer of the house, who knows its secret but is powerless to escape.

The story, as noted, is an expansion of Poe's concept, filling in what the classic author left to the reader's imagination, as for instance in the added romance, but the execution is faithful to the original and credible within the author's frame of reference.

The suspense and the horror mount from the moment Damon arrives, puzzled and fearful, at the crumbling and fog wreathed mansion until the hair-raising climax.

The picture is good Poe, excellent cinema and a practically certain box office success whether sold as an art picture or a straight horror program.

Running time, 85 minutes. Release date, July. JAMES D. IVERS

'Psycho' Nears $60,000

Alfred Hitchcock's "Psycho" is heading for a "smash" opening week's gross of more than $60,000 in its dual New York premiere engagement at Walter Reade's DeMille and Baronet Theatres. The Paramount release earned a mighty $45,597 for the opening four-day period ending Sunday with the DeMille contributing $32,944 and the 434-seat Baronet $12,653. The drama set new opening day house records at both theatres and registered a new gross mark Saturday at the Baronet.

Quigley Moderator

(Continued from page 1)

deal like the Merchandising Meetings that the *Herald* has conducted in New York for the past several years," said Prickett. "Four forthcoming pictures, to be released about Thanksgiving Day, will be introduced. Campaigns on each picture will be discussed by either the national director of advertising and publicity of each company or by a top executive in the advertising and publicity departments."

Quigley will conduct question-and-answer sessions after each meeting.

Opening day's sessions, on Wednesday, Oct. 12, will include discussions of concessions, sales, displays, profits, various problems and equipment displays.

Variety Officers

(Continued from page 1)

named executive director, a post he has held since he concluded his term of office as international chief barker several years ago. J. Raymond Bell, New York, was reappointed international public relations representative. Tracy Hare and Frank Crown, both of Miami, were reappointed International charities representative, and editor of "The Barker," respectively. The latter is Variety's official publication.

Emanuel succeeded George Eby to Variety's top post at the organization's recently concluded convention in Toronto. He is expected to fill other major appointive positions soon.

T.O.A. Hai

(Continued from page 1)

signed to introduce a new pro source capable of supplying 12 t features annually to help relieve product shortage. The five largest cuits have pledged $400,000 a to get the company started and ported $1,500,000 has been ple by large independent circuits other sources.

No general appeal to exhibitor financial backing has been made nor have the exhibitor associa been called upon for help.

Hyman Resigns

(Continued from page 1)

sociated, Inc., not only in your ginative direction of sales and pr tion, but also in the administrati the entire operation. . . . We look ward to further association bet you and our company in the m of independent ventures similar t arrangements which we enjoyed i past and which are continuing i association with Seven Arts Pr tions."

Meanwhile it was reported o coast that Hyman is seeking to some 100 post-1948 pictures Warner Bros. Previous efforts Motion Picture Daily to chec ports that Warners is planning t pictures from its post-1948 li have been unsuccessful.

Hyman has been president of since the fall of 1958, when the sidiary was organized with Rob Benjamin as chairman, to take and distribute the film library of Associated Artists Produ Corp., founded by Hyman in 19

U.K. Attendance

(Continued from page 1)

dances averages 10.1 million takings £1.25 ($3,500,000) milli

The April figure, however, is 1.9 million below the weekly av attendances during April last Weekly average admissions fo whole of 1959 were 11.6 millio gross box-office takings ave £1.33 million weekly ($3,724,0

Report Attendance In Drop for May

Motion picture theatre atten during May was almost 13 per less than during the same mo year ago, according to Sindling Company's "motion picture act report for the last week in May major drop off (24 per cent) w the "hardtop" theatres, for dr attendance was up about 3 per over the same period last year.

Thai King at Studio

HOLLYWOOD, June 20. – Bhuminbol Aduladej of Thailan hold a general press conferenc morrow afternoon at Paramoun dios following a luncheon arrang the Association of Motion Pictur ducers.

ilu Profit for Year 225% to $811,559

From THE DAILY Bureau

LLYWOOD, June 20.—Net in- of Desilu Productions, Inc., for cal year ended April 30, 1960, a new high, preident Desi Ar- s announced in the company's annual report to stockholder. ss income for the above period 23,406,000, a 14 per cent in- over the preceding fiscal year, sulted in net profits of $811,- n increase of 225 per cent over t income of $249,566 for the us year.

nings per share were 70 cents 55,940 shares of stock outstand- of April 30, as compared to ts per share on 1,150,000 shares nding for the fiscal year ended , 1959.

Dividends Total 60 Cents

az reported the company de- and paid four quarterly divi- totaling 60 cents per share on 0,340 shares of common stock. vidends were declared or paid naz and Lucille Ball Arnaz, represents 48.9 per cent of the tock outstanding.

az also announced that for the me since acquiring its vast stu- roperty, Desilu is making its s and facilities available to in- dent theatrical motion picture cers. Initial production under w policy is the Norman Panama elvin production of "The Facts e," starring Bob Hope and Lu- Ball, and to be released by Artists.

P Joins

(Continued from page 1)

22-week-old strike over terms new contract.

nce had been holding private gs with AMPP during its course otiations with WGA which were sfully concluded Friday night. joined in acceptance of the agreed upon between Alliance GA in a special meeting on Sat-

fication of the new six-year-pact n the three parties received helming approval last night at ting of the television member- the Writers Guild of America, echoing similar acceptance by riters Guild of America, East. ns of the new contract include rease in the minimum salary establishment of a joint fact- commission to determine a formula on TV re-runs; a and welfare plan and others.

ntry' Here July 7

ner Gantry" will have its New remiere at Loew's Capitol The- Thursday, July 7, according to Artists.

for 'Apartment'

Wilder's "The Apartment" has set for 172 regional bookings h July by United Artists.

The Emmy Award Winners

The following personalities and programs were the winners of the annual Emmy Awards of the Academy of Television Arts and Sciences.

Outstanding Single Performance by an Actar
Laurence Olivier — "The Moon and Sixpence," NBC, Oct. 30, 1959.

Outstanding Single Perfarmance by an Actress
Ingrid Bergman, "The Turn of the Screw," Ford Startime, NBC, Oct. 20, 1959.

Outstanding Pragram Achievement in the Field of Humar
Art Carney Special — VIP — NBC, Dec. 4, 1959.

Outstanding Perfarmance in a Variety or Musical Program ar Series
Harry Belafonte, "Tonight with Belafonte," Revlon Revue, CBS, Dec. 10, 1959.

Outstanding Achievement in the Field af Music
Leonard Bernstein and the N. Y. Philharmonic series, CBS.

Outstanding Perfarmance by an Actar in a Series
Robert Stack, "The Untouchables," ABC.

Outstanding Perfarmance by an Actress in a Series
Jane Wyatt, "Father Knows Best," CBS.

Outstanding Program Achievement in the Field of Children's Programming
"Huckleberry Hound" (Series) Syndication.

Outstanding Pragram Achievement in the Field of Public Affairs and Education
"Twentieth Century" (Series) CBS.

Outstanding Writing Achievement in Drama
Rod Serling, "Twilight Zone," CBS.

Outstanding Writing Achievement in Comedy
Al Gordon and Hal Goldman, "Jack Benny Show," CBS.

Outstanding Pragram Achievement in the Field af News
Huntley Brinkley Report (Series), NBC.

Outstanding Achievement in Art Direction and Scenic Design
Frank Smith, "The Untouchables," April 20 and 27, 1959, CBS.

Outstanding Achievement in Cinematagraphy far Television
Charles Straumer, "The Untouchables," April 20 and 27, 1959, CBS.

Outstanding Achievement in Film Editing
Ben H. Ray and Robert L. Swanson, "The Untouchables," ABC.

Outstanding Achievement in Electranic Camera Wark
Winter Olympics, CBS.

Best Engineering or Technical Achievement
The new General Electric supersensitive camera tube permitting color-casting in no more light than is needed for black and white.

Outstanding Writing Achievement in the Dacumentary Field
Howard K. Smith and Av Weston, "The Population Explosion," Nov. 11, 1959, CBS.

Outstanding Pragram Achievement in the Field af Variety
"Fabulous Fifties," Jan. 31, 1960, CBS.

Outstanding Directorial Achievement in Drama
Robert Mulligan, "The Moon and Sixpence," Oct. 30, 1959, NBC.

Outstanding Directorial Achievement in Camedy
Ralph Levy, Jack Benny Hour, specials, CBS.

Outstanding Pragram Achievement in the Field af Drama
"Playhouse 90" (Series) CBS.

THE TRUSTEES AWARD
Dr. Frank Stanton, president of CBS, for outstanding service to television.

Business Brisk

(Continued from page 1)

turns are in from the 230 outlets in 160 cities in the U. S. and Canada which offered the large screen TV of the fight, but spokesmen for Tele-PrompTer, which handled the ancillary rights, said they expected the former gross record of $1,400,000 to be bettered.

The 230 outlets were a new record for locations offering large screen TV of a heavyweight championship fight. About half the outlets were theatres, the remainder being ball parks, auditoriums and arenas. They provided 700,000 seats, with indications last night that more than half had been sold at prices averaging $4 to $5.

The New York area was blacked out for theatre television for an area of 75 miles, the nearest localities carrying it being New Haven, Conn., and Asbury Park, N. J. There was no home television but American Broadcasting carried the radio broadcast nationally.

United Artists, which has the motion picture rights, will have a record total of 1,000 prints in theatres starting late this afternoon in New York and nearby areas. They will be flown to the company's exchanges around the country as quickly as possible.

On Canada Pay-TV Thursday

In Etobicoke, Ont., the Telemeter pay-TV system will show the film of the fight starting Thursday, day and date with 10 other Famous Players Canadian theatres in the Toronto area. It will be offered to over 4,000 subscribers with "Our Man in Havana" at the regular program charge of $1, Telemeter said.

Telemeter negotiated for the closed circuit TV of the fight but the deal was not concluded because Tele-PrompTer held out for a price in excess of the maximum $2 that the Telemeter attachment can collect for a single program.

Community Antennas Used

The fight also was carried on 12 community antenna TV systems in the west at a voluntary premium of $2 above the established service charge.

CBS Scores

(Continued from page 1)

the host station, and two for ABC. Led by Stack, "The Untouchables" won four awards, two for its original presentation last year on CBS' "Westinghouse-Desilu Playhouse" and two as a regular ABC series.

Dr. Frank Stanton, president of CBS, won the Trustees' Award.

Hosts for the 90-minute program were Arthur Godfrey here and Fred Astaire in Hollywood. For the first time, sealed envelopes containing winners' names were discarded in favor of a small hand-operated screen, which was similar to television prompting equipment. The screen contained names of all nominees and winners in each category.

Despite mechanical difficulties, occasional missed cues and the visual overdose of commercials, the program moved smoothly, thanks largely to Astaire's brightness and some clever comedy spots by Bob Newhart and Joe Flynn.

PEOPLE

Arthur B. Krim, president of United Artists, is presented as one of New York's "decisive dozen" cultural leaders in an article in the July issue of Esquire Magazine. Another of the 12 is **Robert W. Sarnoff**, chairman of the board, National Broadcasting Co.

☐

Tony Masella, for 10 years manager of the Palace Theatre, Meriden, Conn., recently closed, and an employee of the Loew's circuit for 26 years, has joined the sales staff of John Hancock Life Insurance Co., Hartford.

☐

Sharon Silverthorne, daughter of **Jack Silverthorne**, manager of the Hippodrome, Cleveland, has joined the office staff of Columbia Pictures there.

☐

Sidney Meyer, co-founder and one-time chairman of board of Wometco Enterprises, Miami, and Charles Coldstein, Roy Schechter and C. J. Achee, former officers of Wometco, have formed KarLand, a new Miami business venture built around the current craze for "go-karting," wizzing around a small track in a tiny automobile.

☐

Mrs. Irene Managhan has been named "Woman of the Year" by the Charlotte chapter, Women of the Motion Picture Industry, at the annual installation meeting of the organization. **Mrs. Billie Harris** won the Charlotte News Showmanship Award, which was presented by **Emery Wister**. Officers installed were: **Mrs. Rebecca Hunter**, president; **Mrs. Blanche Carr** and **Mrs. Ruby Brooks**, vice-presidents; **Barbara Simpson**, recording secretary; **Mrs. Amalie Gantt**, corresponding secretary, and **Mrs. Thelma Culp**, treasurer.

☐

Dr. Ned Brainard, professor of physical chemistry at Medfield College of Technology, has joined the Walt Disney studio as a consultant in exotic research. As his first assignment he will create special effects for "The Absent Minded Professor."

☐

Rene Garneau, owner of the Midway Drive-in Theatre, Ascutney, Vt., has been elected an alternate delegate to the Democratic national convention in Los Angeles.

Installing 70MM.

BOSTON, June 20. — The Arcade Theatre, Springfield, Mass., is being equipped with 70mm. equipment by Massachusetts Theatre Equipment Company of Boston, headed by P. Edward Comi. Operated by B&Q Associates and managed by Arthur Darley, the Arcade will show 20th-Fox's "Can-Can" on July 7 as the first large screen production on a reserved seat basis, to be followed in mid-October by M-G-M's "Ben-Hur."

Rank Will Conduct Playdate Experiment

From THE DAILY Bureau

LONDON, June 17 (By Air Mail.)—. The Rank Organisation is to introduce a Monday to Sunday playdate experiment at nine of its suburban theatres next month.

"The change in policy," said a Rank spokesman, "although purely experimental, recognises the importance of word-of-mouth in attracting patronage by giving filmgoers an extra day at the end of playweek in which to catch up on a recomended attraction."

At present all but one of the nine theatres play their programmes from Sunday to Saturday, the ninth runs a separate Sunday programme. Results and reactions will be closely studied and, if popular, the idea will be extended to other situations. In any event, it is added, Rank will continue to extend the flexibility of its booking policy in the interests of filmgoers.

The Rank Organisation has acquired the 1,100-seater Oxford Cinema, Manchester—giving it three theatres in the city centre. The policy will be to operate on a specialised booking system as at Rank's Caumont, Manchester.

On June 11, "South Pacific" concluded a run of two years and six weeks at the Caumont and was replaced by "Solomon and Sheba," also set for an indefinite run on road show basis.

300 Book 'Unchained' In Mass Theatre Dates

Joseph E. Levine's "Hercules Unchained" has been booked into 300 theatres in a three-region mass saturation opening beginning Wednesday, June 29. The Warner Bros. release, which will also open at the Fabian Fox Theatre the same day prior to its mass New York metropolitan area debut, will bow in Los Angeles and the Southern California territory, and in Boston and the entire New England region.

Completing the three-region opening, the picture will debut in Milwaukee and the Wisconsin territory before openings throughout all territories and regions in the United States and Canada. A total of 212 major television outlets are now or will seoon begin a series of spot announcements heralding the spectacle.

E. B. Pierce Dies

MIAMI, June 20. — Funeral services have been held here at St. Stephen's Episcopal Church for Edgar Brown Pierce, 54, former manager of the Plaza Theatre, Miami Beach, and past president of the Miami Beach Lions Club, who died on Tuesday. He is survived by his wife, a son, a daughter and two sisters.

Dual Bow for 'Terrace'

"From the Terrace" will open in a dual engagament at the Paramount Theatre on Broadway and the Murray Hill Theatre on the East Side in mid-July, according to 20th Century-Fox.

TENT TALK

Variety Club News

PITTSBURGH—Variety Club, Tent Number One, will hold its annual golf tournament and dinner on June 28 at the Green Oaks Country Club. James H. Nash is chairman, with John A. Marasco and Perry Nathan as co-chairmen.

Citizens for Freedom To Meet in Cleveland

Special to THE DAILY

CLEVELAND, June 20—The newly formed Cleveland Citizens for Freedom of the Mind has announced it will hold its first meeting, open to the public, at 8 P.M. Wesdnesday in the Frank Wiley Junior High School auditorium. The citizens group grew out of the prosecution and jailing of Nico Jacobellis, manager of the Heights Art Theatre for "knowingly possessing and knowingly exhibiting" the French film, "The Lovers" adjudged "obscene, lewd and lascivious" by three Common Pleas judges.

Declared principles of the group are: "that every free American has the right to see, read, hear and speak and think for himself without censorship or coercion by church or state . . . that without this right the United States becomes a totalitarian state such as Communist Russia or Fascist Spain; the purpose of this organization is that we are dedicated to the preservation of these truths guaranteed by the First Amendment to the Constitution of the United States."

Allied Artists, Rank In New Agreement

Allied Artists International Corp. has signed a new distribution agreement with the J. Arthur Rank Overseas Film Distributors, Ltd., covering the distribution of certain top Allied Artists films in Germany, Austria, Holland and Sweden, Norton V. Ritchey, president of Allied Artists Int'l. announced here.

The new pact is an extension of the distribution arrangements made between the two companies some years ago to cover the release by Rank of certain Allied Artists product in Germany and Austria. Films to be handled by Rank under the terms of the new deal for Sweden, Germany, and Austria include: "Pay or Die," "Blue Beard's Ten Honeymoons," and "The Purple Gang." In addition Rank will also distribute "The Bat" in Holland.

Schnee on Shaw Story

HOLLYWOOD, June 20. — Charles Schnee, on his return from a two-month trip abroad, was signed by MCM to write the screenplay for Irwin Shaw's novel, "Two Weeks in Another Town." Schnee has completed four scripts within a year, including: "Butterfield 8," "By Love Possessed," "Crowded Sky" and "The Mauraders."

TV Syste

(*Continued from page 1*)

at a press luncheon in New Yor week, is controlled from a key that fits into the palm of the and gives the home viewer a c to "answer back."

Key TV will be tested in operations this summer in Li Kans., and Farmington, N. M., of four cities where TelePron operates community antenna sys

Irving B. Kahn, TelePron president, said Key TV "will become a most important fact TelePrompTer's earnings and growth."

The Key TV box is the only i lation necessary in the home. equipped with two buttons whic be activated by the viewer in h ing room to signify answers to tions asked by TV. He can tak aminations at the end of an e tional course, participate in o polls and register his reaction particular program.

His responses are recorded tronically and provide "not o written record of audience re and response but an immediate instantaneous method for ju group acceptance on a perce basis." It is hoped that eventu traveling TV camera operating supermarket will give the home n with the help of Key TV, a c to select and order the day's gro and meats without moving fro chair.

Columbia Officials t D. C. Preview of 'St

Columbia Pictures executives leave here today with a press j to Washington, D.C. to attend a cial Congressional preview of Cl H. Schneer's "I Aim at the Stars story of rocket scientist Wernhe Braun. Government officials wi tend the screening, which wi hosted by Senators Lister Hill John Sparkman of Alabama a New Senate Office Building.

Leaving from New York are A. tague, Columbia Pictures exe vice-president; Rube Jackter, president and general sales ma Paul N. Lazarus, Jr., vice-pres Jonas Rosenfield, Jr., executiv charge of advertising and pub and Robert S. Ferguson, nation rector of advertising, publicity exploitation. Also making the j from New York are motion p trade editors, syndicated colun national magazine editors and and television commentators.

Dr. von Braun will be on ha the screening along with U.S. tors, Congressmen, representati the Pentagon, White House aide the Washington press corps.

Hooper Services He

BOSTON, June 20.—Funeral ices were held here today for L Hooper, 78, lessee of the Uni Theatre, Cambridge, and presid Hooper-Kimbal, Inc., a Boston i ment banking company.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 87, NO. 120

NEW YORK, U.S.A., WEDNESDAY, JUNE 22, 1960

TEN CENTS

ndsey, Javits Aiding

S Tax Repeal lovePromised tage Theatres

mpo in Move for Film eatres Inclusion

he question of whether New k's legitimate theatres could be ted an exclusive admissions tax nption—this time Federal rather municipal—came to the fore in yesterday as Rep. John V. Lind- Republican, of Manhattan's Seven- th Congressional District, said he ned to introduce a bill in Con- s next January to repeal the 10 cent Federal excise tax on theatre issions to help relieve the plight he legitimate theatre. At the same e it was learned that New York's ator Jacob Javits has expressed intention to sponsor a similar bill he upper house.

ompo promptly took the position if such a move is made seriously legitimate theatre interests it

(*Continued on page* 5)

S. Officials Attend emiere of 'Stars'

By MARTIN QUIGLEY, JR.

(Picture on Page 2)

VASHINGTON, D. C., June 21.— ernment officials, legislators, and nbers of the press attended the of- l launching of Charles Schneer's Aim at the Stars" here tonight at a cial Congressional preview in the Senate Office Building. Also on

(*Continued on page* 2)

kouras Denies Fox ropping May Britt

trong execption was taken here terday by Spyros P. Skouras, presi- t of 20th Century-Fox, to a story the *New York Post* datelined from eden asserting that 20th-Fox nned to drop the option of actress y Britt when it comes up for re-

(*Continued on page* 4)

LEVISION TODAY—page 4

Amer. Legion Opens Drive to 'Inform' Public on Films with Suspect Writers

Special to THE DAILY

INDIANAPOLIS, June 21.—What patently appeared to be the start of a new national American Legion campaign against current and future motion pictures to which unpurged communists have contributed has been made by national headquarters of the American Legion.

Martin B. McKneally, national commander of the Legion, has sent a letter to the 17,000 post commanders throughout the country citing the forthcoming films, "Spartacus," "Exodus" and "Inherit the Wind," and the

(*Continued on page* 5)

Levine Home Base To Be Hollywood

By SAMUEL D. BERNS

HOLLYWOOD, June 21. — Joe Levine, the industry's newest pace-setting personality in picture promotion, is planing to set up shop in Hollywood to develop a supply of "explodation" films made here, instead of scouting for foreign product that has been sky-rocketed in price.

Levine told the press at an interview in his Beverly Hills Hotel suite this morning that he can't buy films like

(*Continued on page* 2)

U.K. Production Levy Is Raised by $290,000

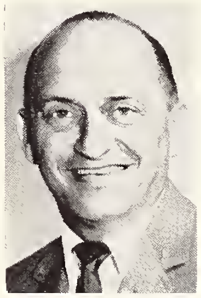
By WILLIAM PAY

LONDON, June 21.—Orders providing for an increase in the government's production levy on exhibitors were sent to both houses of Parliament today by the Board of Trade. The rise in the levy rate, when taken in conjunction with wider provisions for exhibitor exemption adopted since the

(*Continued on page* 4)

Lederer Named Warner Adv., Pub. Director

The appointment of Richard Lederer as Warner Bros. Pictures' director of advertising and publicity was announced yesterday by Benj. Kalmenson, the company's executive vice-president. Lederer will make his headquarters in New York.


Richard Lederer

Lederer has been in the industry for 15 years and with Warner Bros. for the last ten years. During the past nine months, he has served as a staff producer at the company's Bur-

(*Continued on page* 4)

REVIEW:

Song Without End

William Goetz Prod.—Columbia—CinemaScope

"Song Without End" is one of the most luxurious pictures to come from Hollywood in a long time. In terms of its locations, sets, costumes and period authenticity, the viewer will be amazed, in scene after scene, for each fragment of the whole is crystallized to the zenith of opulence. The scheme of this William Goetz production is clear at once, and it is as big as it is long, deliberate and painstaking.

"Song Without End" is the story (adapted more freely than literally) of 30 cosmic years in the life of Franz Liszt, beginning in 1834 when he was Europe's finest concert pianist and only 26. But genius demands he compose and create. His dream is frustrated by Genevieve Page, his mistress and mother of his two chidlren. To flee Miss Page and because he adores the adulation of his audiences—he is a demi-god wherever he

(*Continued on page* 5)

Amendment Approved

Senate Dislike For Wage Bill Seen Growing

Threat to Business Noted; May File a New Measure

By E. H. KAHN

WASHINGTON, June 21.—Members of the Senate Labor Committee predicted today that they will finish work on a new minimum wage bill tomorrow. The committee has approved further modifications to the bill—bringing its provisions closer into line with the measure endorsed by a majority of the House Labor Committee.

Opposition in the Senate is starting to be organized. Sen. Stennis (D., Miss.) said he is organizing opponents "because it threatens the very existence" of small businesses of many kinds. He predicted that a minimum wage which is applied only to a part of the economy by the government "will promote unemployment and create unjust hardships on many of its citizens."

The House Labor Committee has

(*Continued on page* 3)

Title Fight Film Tops For Action, Clarity

United Artists has perhaps the best motion picture ever made of a heavyweight title fight in its current release of Monday night's knockout of Ingemar Johansson by Floyd Patterson at the Polo Grounds.

The film is a complete record of the fight. Since the match was actionful from the starting gong to the fifth

(*Continued on page* 4)

Fight Sets Record for Closed-Circuit Television

By SAUL OSTROVE

The quickest way to fill a theatre in America Monday night was to show the heavyweight championship fight on closed-circuit TV. Statistics received here yesterday bore this fact out dramatically.

Estimating its gross TV take for the

(*Continued on page* 4)

PERSONAL MENTION

PHILIP GERARD, Universal Pictures Eastern advertising-publicity director, will leave New York today for Chicago.

•

HAROLD RAND, Paramount publicity manager, is in Philadelphia today from New York.

•

R. A. EDMONDSON, vice-president of Dixie Drive-in Theatres, and EUGENE SKINNER, buyer and booker, have returned to their Atlanta headquarters from Virginia and North Carolina.

•

CLARK RAMSAY, M-G-M studio advertising manager, has arrived in New York from Hollywood.

•

ROBERT L. LIPPERT, Associated Producers, Inc., liaison with 20th Century-Fox, will leave Hollywood today for New York.

•

WILLIAM ANDREWS, booking agent in Atlanta, has returned there with his family from a vacation in Florida.

Levine's Home Base

(*Continued from page 1*)

he used to, since the box office effects of his merchandisig campaigns have become known abroad.

The little dynamo, here to drumbeat the opening of "Hercules Unchained" with a lavish glamor-styled soirce which will take place poolside at the hotel tomorrow night, paid tribute to Charles Boasberg and his Warner Brothers sales staff for setting up an unprecedented 6,00 playdates for the first 60 days of the film's release.

Levine disclosed plans to put "Where the Hot Wind Blows," formerly titled "The Law," co-starring Gina Lollobrigida and Yves Montand, into 400 first-run situations in October. MGM is distributing the film for Levine in United States and Canada, and has acquired distribution rights for itself in rest of world.

Levine made reference to results of "Jack the Ripper," saying it could have been a "loser" if he had not backed it up with a big ad campaign.

The showman spoke of the new concept, that of delivering a package to a major, consisting of a completed film, prints and a special advertising and promotion organization. He said that he had received cash advances from his distributors, but nothing commensurate with what he had to lay out. Results of cooperation received from major distribution has altered his interest in setting up his own distribution, he said.

Levine pointed out he will have spent $5,000,000 on advertising and promotion from June, 1959 through October, 1960.

gems of showmanship!...
SPECIAL TRAILERS
by national screen service

Looking over a print of Charles H. Schneer's "I Aim at the Stars," the story of rocket scientist Wernher von Braun prior to a special Congressional preview of the Columbia Pictures release. The preview was held at the Capitol Office Building in Washington, D. C., last night. Shown (left to right) are: T. Keith Glennan, director of National Aeronautics and Space Administration; Sen. Lister Hill of Alabama, Dr. von Braun and Sen. John Sparkman of Alabama. The two Senators were hosts at the screening attended by Government officials, members of Congress and leading press representatives.

Report S-W in Deal for Albany Shopping Center

Special to THE DAILY

ALBANY, N.Y., June 21. – The *Times-Union* front-paged today a story that "negotiations are under way for the sale of the Latham Corners Shopping Center" and that "S. H. Fabian, president of the Stanley Warner Corporation, reportedly is one of the principals in the deal." The article added that Maxwell Cummings, who heads the Montreal firm which established Latham Enterprises, Inc., to develop and own the $10 million shopping center, "said last night a sale has not taken place, but that the firm is negotiating."

The newspaper story seemed to confirm a report, cited by several industry men attending Monday's telecast in Fabian's Palace, of the Patterson-Johansson heavyweight championship fight, that Stanley Warner is negotiating for purchase of the center.

Foreign Claims Bill Passes Senate Group

From THE DAILY Bureau

WASHINGTON, June 21. – The Senate subcommittee on the "trading-with-the-enemy" act has taken action looking toward eventual settlement of the American war damage claims. It approved the bill passed by the House, but struck out any provision for paying such claims.

The group rejected the proposal to use the proceeds of vested assets for the payment of claims and provided that actual payment be provided in subsequent legislation. The bill was amended to provide for consideration of claims by the motion picture industry for its losses in the Philippines. This is not in the House-passed bill.

One property currently held by the Government is General Aniline & Film. The subcommittee reported—without recommendation—to the full committee the Keating (R., N.Y.) bill to permit the sale of GAF to American investors. Proceeds would be impounded pending the outcome of litigation concerning the ownership of shares in the firm.

Legion Says 'Wasted' Not Classified by It

The National Legion of Decency announced yesterday that the representation of the K. Gordon Murray release "Wasted Lives and the Birth of Twins" (formerly entitled "Children of Love") as bearing a "B" (morally objectionable in part for all) classification from that rating office is without foundation. The picture has never been classified by the National Legion of Decency. Any claim to the contrary is completely false, the Legion declared.

'Stars' Show

(*Continued from page 1*)

hand was Dr. Wernher von B rocket scientist, whose life story picted in the film.

The preview, hosted by Se Lister Hill and John Sparkma Alabama, home state of the Red Arsenal at Huntsville and the ad home of Dr. von Braun, was foll by a reception in honor of the C bia Pictures release.

Top Officials Attend

Representing Columbia here A. Montague, executive vice-presi Rube Jackter, vice-president and eral sales manager; Paul N. La Jr., vice-president; Jonas Rose Jr., executive in charge of adver and publicity; and Robert S. Ferg national director of advertising, licity and exploitation.

The festivities drew an excep ally fine turnout of the ca celebrities. In addition to le U.S. Senators and Congressmen, were representatives of the Pent White House aides, top politica military writers, the motion p trade press, key radio and tele commentators and syndicated col ists.

News Value Stressed

Major reason offered for the hi terest in the film was the fact t deals with a man and events appear in newspaper headlines day.

John B. Harvard Di

WARNER ROBINS, Ga., Jun —John B. Harvard, 50, for many city manager for Martin & Thon Theatres, died at his home here.

The finest carbons ever made...
NATIONAL TRADE MARK
PROJECTOR CARBONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood B Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

ame Pitt. Committee n Merchandising Plan

Special to THE DAILY

'ITTSBURGH, June 21.—Western nsylvania area exhibitors, who retly voted overwhelmingly to cont the Compo merchandising plan that area, have named a central mittee to supervise its operation. 'he committee consists of Henry ger of Stanley Warner, George n of Associated Theatres, Frank .is of Blatt Brothers, Joe Bugala he Manos Circuit and Harry Hen- and George Tice of Western Penn- ania Allied.

ranch managers of the Pittsburgh nange area met here today with idel representing the Central com- ee, and Alec Moss of Compo, and e brought up to date on campaign ıs. They were asked to submit a of pictures available for the start ne campaign, tentatively scheduled early August.

Continuity Assured

o assure continuity of the plan, central operating committee has d, three suitable pictures must be le available before the plan begins, ı assurance that sufficient prints be provided and that the neces- advertising materials will be lable three or four weeks in ad- ce of playdates.

he branch manager whose picture elected will automatically become ıember of the central committee le the picture is being played. The ral committee will screen and t the films available and decide their playing sequence.

he Pittsburgh area, it was re- ed, will be divided into 10 zones, an exhibitor manager named for ı. Nominees in each zone have ı selected. Their names will be le public as soon as their accept- s are received.

Majors' Officials Attend

ranch managers who attended to- s meeting were David S. Silver- of Allied Artists, Frank Silver- of Columbia, Ralph Pielow of w's, Don Hicks of Paramount, on Brauman of Screen Guild, C. Rosen of 20th Century-Fox, ı A. Zomnir of United Artists, A. Kolkmayer of Universal, and Jack nenson of Warner Brothers. Others nding were Harry Hendel, Irving cus, National Screen branch man- , and Alec Moss of Compo, who coordinate the work of the central zone committees.

---

partment' Pace Fast

illy Wilder's "The Apartment" grossed a big $255,631 in just one k in ten regional premieres, ac- ling to United Artists. The film is ling over for a second week in all ts major playdates.

More Join ITOO

LEVELAND, June 21. – Twenty- new members have been added to roster of Independent Theatre ıers of Ohio, it has been disclosed Marshall Fine, president of the ınization.

Senate Dislike

(*Continued from page 1*)

not yet finished work on its majority report. This will be completed in a day or two. The minority views are in draft form. Meantime, Rep. Ayres (R., Ohio) and others are believed planning to introduce a more moderate minimum wage measure than that approved by the committee. It would, for example, provide for progression to a new minimum of $1.15 hourly instead of the committee-approved $1.25. It will also bring fewer new workers—about 1.5 million—under the law's provisions.

This measure is expected to come closer to the recommendations originally made by the Administration. Thus, it could count on a fair amount of Republican support as well as the backing of conservative Democrats. Since it now looks as though the wage bill may not come to the floor until very late in the session, it is conceivable that passage of a far-reaching law at that time could inspire a pocket veto.

Gold Medal Production Company Formed Here

Gold Medal Studios here has announced the formation of Gold Medal Enterprises as its subsidiary, and acquisition of film rights to the life of Johnny Cordes, one of the most honored policemen in local history. The story is being written for book publication by Tim Taylor and later will be produced by GME.

The new organization, whose pictures will be keyed to a low budget, has on its agenda "Light the Dark Streets," a New York story; "The Feast of Blood," a satire on vampire pictures, and "The Incredible Truce," an original magazine story written by Evan Heyman. Other films on the schedule are "The Grand Duke and Mr. Pimm," from a novel by Lindsay Hardy, and "Desidra," written by Bruce Elliott.

AIP Officials Leaving Tomorrow for Tokyo

From THE DAILY Bureau

HOLLYWOOD, June 21. – American International executives, James Nicholson and Samuel Arkoff, will leave Thursday for six-week trip to the Far East and Europe, with the first stop Tokyo, where they will spend 15 days discussing co-production deals and scout locations for their forthcoming picture "Ali Baba and the Seven Wonders of the World."

All heads will hold their first Far Eastern press conference while in Tokyo with William P. Reich, vice-president of American International Export Corporation, attending.

Joseph Lieber Dies

MIAMI, June 21. – Joesph Lieber, 47, former executive secretary of the Miami Variety Club, died here early this week. The body was taken to Pittsburgh for services and burial.

S-W Newark Zone Meet Is Conducted in Albany

Special to THE DAILY

ALBANY, N. Y., June 21.—Stanley Warner executives of the Newark zone met at Sheraton-Ten Eyck Hotel this afternoon with managers from Albany, Troy and Utica—to discuss the operating procedures of that territory as they will apply to the three-city district recently added to Newark. It was an "integration and familiarization" conference.

Smakwitz Presides

Zone manager Charles A. Smakwitz, one-time zone chief in this section for the old Warner circuit, and then for Stanley Warner, presided. Accompanying him were: Tony Williams, assistant zone manager; John McKenna, booker; Edgar Goth, advertising-publicity director; Louis Dennis, contact manager, and George Eisenberg, real estate manager.

Smakwitz also completed an inspection of the circuit's houses in this area.

---

70 July 4 'Black' Dates

"Portrait in Black" which has its world premiere at the Roosevelt Theatre in Chicago tomorrow and a midwest premiere at the Hippodrome Theatre in Cleveland on Friday, is scheduled to open in 70 key situations for the Fourth of July weekend, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures.

PEOPLE

Karl Hoblitzelle, head of Interstate Circuit, Dallas, was the subject of a color photo reproduction in the Dallas *Morning News* in connection with a report on the work of the Hoblitzelle Foundation, which has contributed $4,000,000 to Texas institutions in the past 15 years.

□

Bryan Foy has been named a member of the board of directors of the Screen Producers Guild as successor to **Mervyn LeRoy**, who requested to be relieved of the post because of the pressure of other work.

□

Jerry Hayes, assistant manager at the Edgewood Theatre, Jacksonville, has been named manager of the Rialto, Orlando, replacing **Jack Stephenson**, who has transferred to the Palms Theatre, West Palm Beach.

□

Stanford Berman, who formerly operated his own publicity office in Baltimore, has joined the Joel M. Reed publicity office here.

□

Ted Schlanger, former zone manager for the Stanley Warner Corp. in Philadelphia, has been named chairman of the finance committee of the Delaware River Port Authority, succeeding the late **Theodore L. Blumberg**.

THE BIG ONES ARE ADVERTISED IN LIFE
EMBASSY PICTURES'
HERCULES UNCHAINED
IN LIFE'S JUNE 27 ISSUE
ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

Fight on TV

(*Continued from page* 1)

fight to be about $2,000,000, TelePrompTer, Inc. was almost as excited as Floyd Patterson was the night before when he kayoed his opponent in the fifth round.

Although figures will be incomplete for at least another day, TelePrompTer said it hardly was going out on a limb in predicting the big show would be the most lucrative in closed-circuit history, easily passing the $1,400,000 spent by 364,876 theatre spectators to watch a middleweight championship fight in 1958.

Says 500,000 Watched

TelePrompTer said about 500,000 persons paid to see the fight—they paid from $3 to $10 and an average of $5 each—in 229 situations in the U.S. and Canada, in theatres, indoor arenas and in ball parks.

Foreign and domestic radio, foreign TV and film distribution rights should swell TelePrompTer's take by another $500,000 or so. Because of the excitement during the first four rounds, and the extraordinary knockout in the fifth, the company believes its pictures of the 13-minute-plus fight will generate unusual interest. Radio and TV coverage was the most extensive ever arranged for a comparable sporting event.

The arrangement in theatres was a smashing success. A host of theatres in the East had to turn away customers, although many patrons stood to watch the match. Only one transmission failure, in Yakima, Wash., was reported. Customers there had their money refunded.

But, by and large, reports on the quality of the picture were encouraging.

Asbury Park Nearest to N.Y.

The houses nearest here showing the fight were in Asbury Park, N.J. Capacity business and then some was recorded there, with both Walter Reade theatres showing a combined take of $16,100.

The Fabian theatre in Harrisburg, Pa. did turnaway business and up in Albany Fabian's 3658-seat theatre sold out and attracted 150 standees. The theatre said it could have sold 250 to 300 additional standing, if permitted. People journeyed to Albany from parts of New York and New England to see the fight.

The three theatres showing the fight in Boston were completely sold out three hours before the fight started, with hundreds turned away at the Keith Memorial, the Pilgrim and Loew's Orpheum.

The 13 Loew's theatres showing the fight played to 88 per cent capacity. Seven of the 13 houses reportedly were full.

HUGO A. CASOLARO MARTIN GOTTLIEB
C and G film effects, inc.
1600 BROADWAY, N.Y. 19
PLAZA 7-2098
• OPTICAL EFFECTS • STAND PHOTOGRAPHY
• ANIMATION • TITLES
• ART WORK • B & W and COLOR
A Complete Service for Film Producers

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WABC-TV has just concluded a deal with MGM-TV in which it acquires a library of 135 MGM-TV fully animated cartoons and short subjects including several Academy Award winners and nominees, all of which will be programmed over Channel 7 during the 1960-61 season. . . . Prexy Joe Moss of Moss Associates returned following a 2-month business trip to Europe where he discussed advertising needs and trends with NTA execs in London, Paris, Rome and Cannes. . . . One of the brightest young execs in the NBChain is Len Weinles, who, after 3 years as executive producer at WNBC, has been upped to producer-director at WNBC-TV. . . . Monday night in the specially-prepared press room at the Ziegfeld Theatre, most of us were amazed to see David Susskind go forward to accept the Emmy for the "Art Carney Special" from Arthur Godfrey when Art himself, was seated in the special guest section. And at the Plaza, following the telecast, when the local (New York) Emmys were awarded, the occasion proved WNTA-riffic when Ely Landau's station copped five of the seven statuettes. . . . Bud Prager at Sesac lining up a national campaign for the firm's newest recording units, Billy Taylor Trio and Lenny Herman Quintet, both of which bring taps to your toes. . . . Our trusty chariot took us out to Merrick, L.I. recently where we congratulated Walter Higgins on the clever showmanship presentation at Prudential Theatre's Sky-top Pavilion, located in their all-weather drive-in located at Copiague, L.I. "Thanks, Pinky," was Walter's happy rejoinder, "but the credit goes to Harry Birkmier." . . .

☆ ☆ ☆

For distinguished service in the interpretation of education, the Nat'l Education Convention, meeting last Monday in Los Angeles, presented its "Bell-Ringer 1960 Award" to the NBChildren (and adults) series, "Leave It To Beaver." . . . John & Jane Q. Public will get their first glimpse of the King & Queen of Thailand on ABC-TV's "Open Hearing," July 3. . . . For his many good deeds for show folk and AGVA, Alan King will be honored with a cocktail party tomorrow at the Friar's Club. . . . Dick ANClark winds up his fifth week on the road July 9 in Hollywood and his July 16th program will emanate from Gotham. . . . By the use of small pocket transistor radios tuned to special FCC-approved frequency, ABC newsmen covering the national conventions, will be in constant touch with John Daly at the convention nerve centre, for instant descent towards spot checks and coverage of unusual developments, and by breaking into the frequency with special instructions, Daly will be able to pick up and telecast extra colorful and exciting incidents. . . .

Skouras Denial

(*Continued from page* 1)

newal later in the present summer.

Skouras was particularly disturbed by a "hint" in the newspaper story that non-renewal of the actress' contract was caused by her personal life. This is "untrue," Skouras said. Miss Britt announced her engagement to Negro entertainer Sammy Davis, Jr., in London earlier this month.

Skouras also branded "false" a report in the same story that Miss Britt has been uncooperative in accepting film assignments. He pointed out she recently completed a role in "Murder, Inc.," one of the company's top summer releases.

Lederer Named

(*Continued from page* 1)

bank studios, engaged in special projects for the company's feature and television divisions.

Lederer entered the industry with Columbia in 1946 as an advertising copy writer, joining Warners in a similar capacity in 1950.

Boston IATSE to Mark Golden Jubilee Tonight

Special to THE DAILY

BOSTON, June 21—The "Golden Jubilee" of Local 182, IATSE will be celebrated tomorrow night by a gala dinner dance in the grand ballroom of the Hotel Bradford commemorating the 50th anniversary of the founding of the Boston local. The affair will start at 9 p.m. for cocktails and dancing with dinner served at midnight so that all motion picture operators can attend.

General chairmen for the event are two past presidents, Joseph Caplan and Joseph Nuzzolo, Sr. Co-chairmen are Jack Rosenberg, president of Local 182 and Ralph S. Frazier, business representative. The chairmen for committees are Gilbert Greek, Morris A. Goldman, Benjamin Bearman, Walter F. Diehl, Thomas Buckley and Alexander Tradd.

Richard F. Walsh, international president of IATSE is coming here from New York. An honored guest will be Sir Thomas O'Brien, president of Theatrical and Kine Employees of Great Britain.

Film of Fig

(*Continued from page* 1)

round kayo, the film editing job
simple one. There was prac
nothing to cut.

The film is as good technicall
is in content. The pictures are
and brilliant, a fine photographi
and to make things perfect fo
fight fan, Patterson's left hook i
fifth round that knocked Joha
down for a count of nine, an
knockout left a few seconds
were both delivered right in fro
the camera. Slow motion pictu
the knockout and its preliminarie
add much to the film's advantag

Theatres should find the figh
a strong attraction for some ti
come. Not only was there no
television of the fight but this
was unprecedented as the first in
of a former heavyweight champi
gaining his title. Those consider
plus the fact that the Patterso
tory returned the title to An
should make for a strong draw f
film in all classes of theatres.

United Artists ordered 1,000
and the first were ready for scre
in midafternoon yesterday and
in Broadway theatres for the
evening trade. Others went t
out-of-town locations by plane
special messenger and will be v
available today.

U.K. Production Le

(*Continued from page* 1)

abolition of the entertainment
will yield 100,000 pounds ($280
additional per year to the levy

Producers have been asking
rise in the levy ever since the
tion of the tax while exhibitors
argued against it. The producers
the maximum of 5 million p
($12,000,000) in the fund whi
hibitors have claimed there is no
fication for a levy in excess o
minimum figure of 2 million p
($5,600,000).

After reviewing the matter
hearing arguments on both side
Board of Trade announced its de
today. The report pointed out th
exhibitors will be called upon t
more into the fund as a result
new rate than he was formerly
upon to pay with the levy and
tainment duty combined.

In their arguments against a r
the levy, exhibitors compared th
spective fortunes of themselve
producers in recent years, citing
tistics to show while those of pr
ers "have been rising, those of e
tors declined." In the period
1956, the exhibitors claimed, the
market earnings of British proc
have steadily increased as also,
decreasing American product,
their share of the home market

Exhibitors also cited the closi
almost 1,200 cinemas in the
and asserted their share of tota
office receipts had fallen by som
5 million pounds ($14,000,000)

The producers told the Boa
Trade that British production
collapse without an adequate le

ood Vista Sends Para. ock to New 1960 Highs

umping six points in two days on a over of less than 30,000 shares, amount Pictures stock set new 1960 is on successive days, Monday and erday. The issue closed at 52¼, two points on the day, yesterday. ious 1960 high was 46½.

ompany spokesmen said the mar- activity probably stemmed from fact that all divisions are operat- profitably, with consequent im- ed earnings in prospect, plus in- sing public interest in the com- 's Telemeter activities and plans. ancial sources said brokers had be- to realize the stock was under- ed by the market.

nerican Legion

(*Continued from page* 1)

grounds of Dalton Trumbo and rick Young and their association the productions.

lthough the Legion refers to the rs as "A part of a public informa- campaign concerning the re- ed invasion of American filmdom Soviet-indoctrinated artists," the of McKneally's letter to the post manders is in the nature of an n invitation to take action on the l level against the films.

he letter begins: "You probably w that at least three forthcoming mercial American motion pictures been questioned by many, in- ling the American Legion, on the s that their production utilized ons whose backgrounds, with re- t to communism, are challenge- under ordinary standards of good ericanism."

Associations Listed

he three films, their producers and associations of Trumbo and Young them are listed.

ppended to the letter is a two- e presentation headed, "Factual is of the Objections of the Amer- Legion to the Films Spartacus, dus and Inherit the Wind."

reviews international commu- the Waldorf Declaration of 7 under which major studios ed not to employ known commu- and others with certain public rds with respect to communism, the public records of Trumbo and ng.

cKneally's letter identifies this kground material as the "essential s on which the last National Con- tion of the American Legion (Min- polis, August, 1959) based its ob- ions to these films."

Dirk Bogarde and Capucine in "Song Without End"

Song Without End

(CONTINUED FROM PAGE 1)

goes—Dirk Bogarde, as Liszt, begins a long concert tour of the continent with his manager, Lou Jacobi.

He meets and rather immediately falls in love with Capucine, playing a Russian princess who responds to his chaotic genius and his ambitions. When she finally is able to be divorced by her husband, cold, selfish Ivan Desny, she and Bogarde are happy together for the first time. But the Vatican refuses to sanction their marriage, whereupon Bogarde turns to the church for comfort.

This is a sketch of the story prepared by screen writer Oscar Millard. Reverberating throughout and underscoring the picture is the music of the immortal composers.

Bogarde's performance is first-rate. He is properly temperamental, arrogant, tragic, terribly sensitive and sometimes a scoundrel. Miss Page is right for the part of the woman left behind who retaliates by trying to alienate Capucine from Bogarde. Jacobi, Desny, Patricia Morison, Martita Hunt, Albert Reuprecht and Lyndon Brook substantiate supporting roles.

Capucine, a French fashion model, makes her American debut in this picture. She does look like a princess, if such a stereotype were admissable, and she will find sympathy from women in the audience who understand her plight.

Other prominent credits abound. Roger Wagner's chorale is the vocal ensemble used to fill out several important scenes; Abram Chasins was music consultant; costumes are by Jean Louis, and James Wong Howe directed photography. The picture is in CinemaScope and Eastman color by Pathe.

George Cukor became director upon the death of Charles Vidor, and the former shows an affinity for Vidor's manner. "Song Without End" obviously was made to please as many people as possible and it will do that. Music lovers will be satisfied, general film fans will appreciate the picture's scope, and Capucine, who is being publicized heavily in the press, will stir interest. This picture is more than just another successor to film biographies of great musicians.

Running time, 141 minutes. Release, not set. SAUL OSTROVE

U.S. Tax Repeal

(*Continued from page* 1)

would expect to take action to make sure that motion picture theatres are included in the legislation.

Charles McCarthy, Compo executive director, pointed out that the organization has a standing charge from its board to work for the complete removal of the Federal admissions tax. If it is to be removed for the legitimate theatres of New York's Times Square area which charge $8 to $10 per seat, he declared there is no reason why any theatre in the U.S. charging $1.50 or $2 should continue to be subjected to the Federal tax.

"It is a long time until any action can be taken," McCarthy said, "since Congress will adjourn in a few weeks and when it reconvenes it will be after the elections and there will be an entirely new Congress.

"However, if at that time a serious effort is made to have the 10 per cent Federal tax on admissions over $1 removed, we would appreciate hearing from them on plans they may have. Compo members have the national representation, which legitimate theatres do not, that has been so effective in the successful efforts of the past to obtain Federal tax relief," he recalled.

Former Effort Recalled

Others with long memories pointed out that when Compo made its first attempt to get relief from the Federal admissions tax it was opposed by legitimate theatre organizations, but a reduction of the tax from 20 per cent to 10 per cent was won, regardless.

Also, when Compo won the Federal tax exemption for admissions below $1, the legitimate theatre took no part in the compaign. And when metropolitan New York motion picture theatres won a municipal tax reduction several years ago no help was given by the legitimate theatre.

A study of the possibilities of eliminating the city's five per cent ticket tax was promised the legitimate theatre organizations by Mayor Wagner in the course of the recent Actors Equity strike against the League of N. Y. Theatres. A difference of opinion immediately arose among theatre legal minds as to whether removal of the city tax could be restricted to legitimate theatres, some holding it could not and others that "reasonable exemptions" can be made.

Motion picture attorneys, however, seemed agreed that if an exclusive tax exemption was granted by the city, motion picture theatres would have a case worth bringing to court for a test of discriminatory taxation.

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales
Offices
and
Warehouses

321 West 54th Street
New York 19, N. Y.

6370 Santa Monica Blvd.
Los Angeles 38, Calif.

6601 N. Lincoln Ave.
Lincolnwood (Chicago), Ill.

1355 Conant Street
Dallas 7, Texas

1925 Blake St.
Denver 2, Colo.

Quality
photographic materials . . .
backed by more than half
a century of experience.

GEVAERT

THE GEVAERT COMPANY
OF AMERICA, INC.

THE GREATEST UPSET IN MODERN RING HISTORY!

A UA EXCLUSIVE!

FLOYD PATTERSON

K O's

INGEMAR JOHANSSON

AND BECOMES THE FIRST WORLD HEAVYWEIGHT CHAMP EVER TO REGAIN HIS CROWN!

SEE it all in two reels of action-packed excitement-filled S-L-O-W M-O-T-I-O-N film!

> ***"Floyd Patterson more than avenged his defeat by beating the Swede more decisively than Ingo plastered him last June. In fact, he darned near killed him!"***
>
> —JACK DEMPSEY, N.Y. Mirror

Press Sheet and Accessories Available at Your National Screen Exchange	TELEPHONE YOUR UA EXCHANGE IMMEDIATELY!

NORMAL PRINT ORDER DOUBLED TO HANDLE HUGE DEMAND!

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

.. 87, NO. 121 NEW YORK, U.S.A., THURSDAY, JUNE 23, 1960 TEN CENTS

plication Filed

ay-TV Plan or Hartford old to FCC

O General and Zenith Seek 'Class A' Films

By E. H. KAHN

'ASHINGTON, June 22. – RKO eral and Zenith have formally d the Federal Communications mission for permission to conduct ree-year, $10 million pay-TV exnent over WHCT-TV, Channel Hartford, Conn.

eat reliance will be placed on ss A" motion pictures in pay-TV ramming, the application says, gh it notes that it has not yet obd any "firm commitments" for ly of product. First-run films ich may have multiple showings) comprise the principal portion of subscription programming. Other s—"not regularly available withthe payment of a fee"—will ine, according to the application,

(*Continued on page* 5)

ward Bonds to NCCJ I. Y. Drive Winners

venty-two theatre managers from metropolitan area were honored at ncheon at the Astor Hotel here rday for top results in the 1960 reek theatre campaign to aid the onal Conference of Christians and , held Feb. 15 through March 31. ie managers received U.S. Sav- Bonds ranging in value from $100

(*Continued on page* 2)

vine Party Launches ercules' on Coast

From THE DAILY Bureau

OLLYWOOD, June 22. – With hundred members of the Holly- l press and more than 100 celebri- from moviedom present, Embassy ures president Joseph E. Levine ght staged the first of his two ht with the Gods" parties pool- at the Beverly Hills Hotel. The y signaled the national launching

(*Continued on page* 4)

2 N. Y. Managers, Australian Win Annual Quigley Awards

By SIDNEY RECHETNIK

A New York City theatre manager, one in Kingston, N.Y., and one in Australia were top winners of the 26th annual Quigley Awards for showmanship, chosen by top executives of national and independent circuits from campaigns submitted by showmen from all over the world.

The awards judging was held in New York City last week with results to be announced today in *Motion Picture Herald.*

Edward Brunner

Michael Dorso

The three winners were as follows:

For large situations: EDWARD BRUNNER, then manager of Loew's Valencia Theatre in Jamaica, New York City, and currently manager of Loew's Capitol Theatre on Broadway, where he works under James Bruno, manag-

(*Continued on page* 4)

Group Leaves Today on Rogers Hospital Visit

Approximately 100 members of the board of directors of the Will Rogers Memorial Hospital and Research Laboratory and their guests will leave here today by chartered bus for their annual visit to the hospital at Saranac Lake, N. Y., followed by the annual meeting of the board at Herman Rob-

(*Continued on page* 3)

Wald Signs with Fox For 12 More Pictures

Buddy Adler, executive producer of 20th Century-Fox, and Jerry Wald and his Company of Artists, jointly announced yesterday the consummation of a new contract under which Wald will remain at 20th-Fox to make 12 more pictures over a period of years.

Wald said he had received offers from several other companies but de-

(*Continued on page* 4)

Jack Alicoate, Trade Paper Publisher, Dead; Funeral Services Tomorrow

Funeral services will be held at 10:00 A.M. tomorrow at the Church of St. Vincent Ferrer, Lexington Ave. and 66th Street, for John Wild "Jack" Alicoate, 70, publisher, of *Film Daily* and *Radio & Television Daily*, who died Tuesday night at Tenafly, N. J., of a coronary thrombosis. Burial will be at Gate of Heaven Cemetery.

Jack Alicoate

Surviving are his widow, Mrs. Gertrude Alicoate; two daughters, Mrs. Mary Patricia Bergen, and Mrs. Virginia Colleen McKee; a stepson, Marshall Neilan, Jr., and a brother, Charles A. Alicoate, executive publisher of *Film Daily* and of *Radio & Television Daily.*

Born into a theatrical family in Seattle, Washington, December 24, 1889, while his parents were on tour, he was the oldest son of James Patrick and Bertha Wild Alicoate, widely known in their day on both the vaudeville and musical comedy stages.

Alicoate received his grade and secondary schooling in Minneapolis, and upon graduation from Roosevelt High School there went on to Georgetown University, Washington, D. C. He received his law degree in 1912.

Early attracted by the publishing

(*Continued on page* 6)

Unexpected

Byrne Resigns Post As MGM Sales Chief

Company Silent on Move; Statement Due Later

John P. Byrne, vice-president of M-G-M in charge of domestic distribution, has resigned his post, effective the end of the month, company officials confirmed yesterday.

Jack Byrne

No explanation of the unexpected action was forthcoming from the company which said only that a statement would be issued within the next few days. There was no indication, either, of who might be named to succeed

(*Continued on page* 6)

Senate Group Reports Out Minimum Wage Bill

From THE DAILY Bureau

WASHINGTON, June 22. – The Federal minimum wage bill has been reported out of the Senate Labor Committee. The bill exempts theatre employees and sets the minimum at $1.25.

Sen. Kennedy (D., Mass.), sponsor of the measure, is "confident that the Senate will give speedy approval."

Observers for the Council of Mo-

(*Continued on page* 4)

Pay TV Urged As CATV Systems' Future By Kahn

Special to THE DAILY

MIAMI BEACH, June 22. – Irving B. Kahn, president of TelePrompTer Corp., said today that subscription or "participation" TV is inevitable and urged community antenna system operators to make it a "rallying point" for their future growth.

Kahn, addressing a luncheon session

(*Continued on page* 4)

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, postponed his scheduled departure for Europe from yesterday until tomorrow. He expects to be abroad about two weeks.

•

William J. Heineman, United Artists vice-president in charge of domestic distribution, and **Salah Hassanein**, president of Skouras Theatres Corp., will leave here today for Alaska on a bear hunting trip.

•

Joseph Friedman, Paramount exploitation manager, will return to New York today from Chicago.

•

Herman Kass, Universal Pictures executive in charge of national exploitation, will leave New York tonight for Cleveland.

•

Charles Schlaifer, of Charles Schlaifer, Inc., will leave here on Monday for the Coast.

•

Jack Copeland, director of Allied Artists informational and commercial film division, will return to Hollywood today from New York.

•

Robert H. O'Brien, M-G-M financial vice-president, and **Maurice "Red" Silverstein**, M-G-M International first vice-president, returned to New York yesterday from London, Madrid and Paris.

•

Edith Head, Paramount stylist and designer, has left here for Berlin.

•

William Graeper, pioneer exhibitor of Portland, Ore., is confined to St. Vincent's Hospital there with a broken leg.

•

Burton Topal, branch manager for United Artists in Buffalo, has returned there from Albany, N. Y.

•

Charles Karr, office manager for Martin Theatres, Atlanta, has returned to his duties there following a spell of sickness.

•

Frank E. Taylor, producer, has returned to Hollywood from New York.

Book 'Subterraneans'

M-C-M's "The Subterraneans" will open at the Beekman Theatre here on July 6.

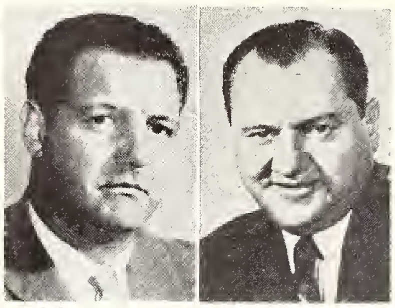
Bonds Go to NCCJ Winners

(*Continued from page 1*)

to $25, and scrolls presented by Salah M. Hassanein, chairman of the local NCCJ chapter, who in turn received an engraved plaque from the national committee, presented to him by William J. Heineman, NCCJ distributor chairman. His brotherhood award was presented for outstanding service in the field of human relations.

His First Public Function

The Brotherhood campaign awards luncheon was the first public function at which Hassanein has presided since being named president of Skouras Theatres a week ago. Spyros S. Skouras, whom he succeded as president, was elected chairman of the board and will devote most of his time in the future to the Skouras family's shipping interests, with offices downtown. Because of the press of business Skouras was unable to attend yesterday's luncheon.



Salah Hassanein William Heineman

Praising the local organization workers, Hassanein reported that $47,000 was raised for NCCJ in the New York area, compared to $10,000 for the rest of the country. The local mark has been rising each year. Last year $33,000 was raised, the year before $32,000, and in 1957 $25,000.

The $2,500 in bond prizes for the managers was contributed by producers and distributors.

Dais guests were Ned Depinet, Heineman, Hassanein, Sol Schwartz and Harry Mandel.

Bond-Winners Listed

Names of managers who received bonds follow:

$100 bonds: Irving Gold, RKO 86th Street; Joseph Tolve, Capitol—Skouras; Martin Rocco, RKO Albee, John Stanek, Branford—Stanley Warner.

$50 bonds: Isador Berger, RKO Palace; Fred Smith, RKO Richmond Hill; Max Cooper, Cove—Skouras; George Kemp, Montauk—Stanley Warner; Jules Daniels, Stanley—Stanley Warner; John Thomas, RKO Alden; James Fitzgerald, RKO Mt. Vernon; Ceorge Birkner, Fabian—Stanley Warner; Alfred Barilla, Ritz—Stanley Warner.

$25 bonds: Vincent Liguori, RKO 23rd Street; Al Arnstein, RKO 58th Street; William Duggan, RKO Alhambra; Richard Clark, RKO Chester; Jack Reis, RKO Coliseum; Jerry Greenberger, RKO Fordham; Jack Cahn, RKO Franklin; Lillian Mann, RKO Marble Hill; Morris Rochelle, RKO Strand-Rockaway; Mel Rheinfeld, RKO Tilyou; Alexander Pluchos, RKO White Plains; Richard Berner, Interboro — Elmwood; George Langbart, Savoy—Randforce; John LaBarbera, Maspeth—Randforce; Jack Bokser, Academy—Skouras.

Also: Spyros Lenas, Plaza—Skouras; John Lorenz, Pascack—Skouras; Joseph Marchetti, RKO Regent; Nicola Constabile, RKO Royal; Beryl Warren, RKO Bushwick; Maxwell Levine, RKO Dyker; Herbert Heintz, RKO Flushing; Frank La Cava, RKO Creenpoint; Sam Fersten, RKO Kenmore; Louis Grossman, RKO Madison; Charles Seuferling, RKO Prospect; Arthur Koch, RKO New Rochelle; Harold Daly, RKO Yonkers—Proctors; Harry Padva, Interboro—Park; Mary Chambers, Walker—Randforce; Herman Samel, Meserole — Randforce; Evan Thompson, Fox—Skouras; Augustus Serale, Astoria—Skouras; Cene Santerama, State — Skouras; Harry Klein, Liberty—Skouras; Sam Aptman, Grand—Skouras; James Bradley, Midway—Skouras.

Also: John Endres, Calderon—Skouras; Montague Salmon, Englewood—Skouras; Edward Melteni, Capitol—Stanley Warner; Diana Gordon, Aritani—Stanley Warner; William Miller, Sanford — Stanley Warner; Murray Spector, Fabian — Stanley Warner, Newark; Robert Phillips, Hollywood—Stanley Warner; Norman Greenberg, Lincoln—Stanley Warner; Harry Weiner, Millburn—Stanley Warner; Gerard Saveis, Victoria—Skouras; Myron Streivant, Boulevard—Skouras; Frank DiCennaro, Merrick; Irving Schmetz, Riverside—Skouras; Cliff Reed, Rivoli—Skouras; Otto Schoene, Baker—Stanley Warner; Nyman Kessler, DeWitt—Stanley Warner; Fred DeAngelis, Regent—Stanley Warner; William Unger, Central—Stanley Warner; John Conhain, Stanley—Stanley Warner; Sabie Conti, U.S.—Stanley Warner; Michael Demcsak, Warner—Stanley Warner, and Arnold Leapard, Warner—Stanley Warner.

Columbia Duo Big

Columbia's exploitation package of "Battle in Outer Space" and "12 to the Moon" opened to top grosses in its saturation premiere at six theatres in Cleveland. The double bill grossed a huge $31,000 in its first week at the Shore, May'and, Ezella, Lorain Fulton, Madison and 105th Street Theatres, with three of the houses playing a five-day week.

Stage Theatres Pres
Drive to End Taxes

The League of N. Y. Theatre appointed an 11-member commit map a campaign to obtain elimin of New York City's five per cer on admissions, as part of its bro ing drive to resolve some of its nomic problems resulting from costs which it fears can no long solved by higher ticket prices.

On the committee named by A. Lotito, president of the Leag N. Y. Theatres, are: Richard Ro Oscar Hammerstein 2d, Rober Dowling, Moss Hart, Robert W head, David Merrick, Alan Jay L John Shubert, Herman Shumlin, rence Langner and Leland Hay

Within the next few days the is scheduled to meet with comm appointed by Actors Equity and other theatrical unions to plan a paign for repeal of the city tax.

Times Square businessmen were affected by the recent t blackout resulting from the Equity strike have offered their to the campaign.

Some Disagreement Voiced

Show business attorneys hav pressed disagreement over the tion of the city being able to legitimate theatres an exemption the tax without extending one to tion picture theatres and other a ments. Some say if it is attem motion picture theatres would h good case for the courts to d whether discriminatory taxation involved.

Meanwhile, New York Senato cab Javits and Rep. John V. Li have offered to help the theatre rid of the 10 per cent Federa on admissions over $1, and C has said that if a serious effor velops it will take steps to make motion picture theatres are incl

'Oceans' to Bow Aug

The world premiere of "O Eleven," starring Frank Sinatra, Martin, Sammy Davis, Jr., Peter ford and Angie Dickinson, will be in Las Vegas at the Fremont Th Aug. 3, it was announced by C Boasberg, general sales manag Warner Brothers, which is rele the picture.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give yo fast service and the finest quality!
1327 S. Wabash FILMACK CHICAG

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood B Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

ospital Visit

(*Continued from page* 1)

Edgewater Motel at nearby
oon Lake, N. Y.
embers and guests will gather at
Hotel Astor, the departure point,
this morning and are scheduled
rive at the Robbins' resort at din-
time. They will spend the night
and visit the hospital tomorrow
ing, receiving reports on opera-
and planned activities of the in-
y-supported institution, and hav-
luncheon with hospital officials
patients.
morrow night will be spent at
Edgewater Motel, also, with Al-
Norman and Burton Robbins as
with their father, who is presi-
of National Screen Service. The
al board meeting will be held at
esort Saturday morning, with Abe
tague, executive vice-president of
mbia Pictures, who is president
ill Rogers Memorial Hospital and
ratories, presiding.
e annual reports of all officers
be presented to the meeting, offi-
will be elected for the ensuing
and plans for the projected Rob-
. O'Donnell Research Center at
hospital will be discussed. The
p will leave for New York Sat-
y afternoon.
presentative distribution officials
key cities in various parts of the
try will be among the directors'
s on the hospital visit.

Census Shows Fewer eatres, Higher Grosses

From THE DAILY Bureau

ASHINGTON, June 22. — Pre-
ary data from the Census Bu-
s 1958 census of business indicate
there were 12,291 four-wall mo-
picture theatres and 4,063 drive-
n the continental U.S. at that
There were 3,191 establish-
s engaged in the production of
and in rendering services (such
listribution, processing, editing,
to the industry.
ring 1958, the 16,354 theatres
total receipts of $1,171,783,000.
r payroll outlay was $291,461,000.
e proprietors of unincorporated
esses engaged in exhibition num-
l 10,414. Number of full-time
employees during the full work-
ended nearest Nov. 15 was
515, and employment of part-
s brought the total to 142,600.
e Bureau reports that the num-
of motion picture establishments
l types dropped from 20,843 in
to 19,545 in 1958. Receipts,
h totaled $2,351,789,000 in 1954
to $2,420,800,000 in 1958—a rise
9 per cent.

mmer' Acquired

lms Around the World, Inc., has
ired the American distribution
s to "The Violent Summer," the
n film which won the Interna-
l Critics Award at the Mar del
Film Festival in Argentina last
h.

Festivities Today for Premiere of 'Portrait'

Special to THE DAILY

CHICAGO, June 22. — With producer Ross Hunter and stars John Saxon, Anna May Wong and Virginia Grey on hand, "Portrait in Black," the Ross Hunter production for Universal-International has its world premiere at the Roosevelt Theatre here tomorrow launching a series of openings for the Fourth of July weekend.

Highlight of the premiere ceremonies will be a parade up State Street at 11 A.M. sponsored by the State Street Council of Chicago with Bob Johnson, managing director of the Council and representing Mayor Richard J. Daley, presenting the keys to the city to the visiting celebrities. This will be followed by special ceremonies in front of the Roosevelt Theatre which will be carried by Radio Station WCFL and television stations WGN-TV and WBKB-TV.

Promotional Campaign Heavy

The premiere will climax a two-month promotional campaign and participants in the final stages include all of Chicago's major newspapers as well as important department stores and specialty shops. Working with Ed Seguin, advertising and publicity director for Balaban and Katz, Ben Katz, Universal's mid-west advertising and publicity executive, has developed one of the most comprehensive campaigns ever staged for a Universal-International release. Philip Gerard, Universal's Eastern advertising and publicity director is on hand for the final stages of the campaign.

Oregon Manager Fined For 'Lovers' Showing

Special to THE DAILY

PORTLAND, Ore., June 22.—Circuit Judge Paul Harris has ruled in connection with the showing of "The Lovers" at the Guild Theatre here that Nancy Welch, manager of the house, must pay a fine of $40.

Miss Welch was arrested on April 5 after she refused to delete two sections termed objectionable by the police.

UA Preview Cards Out

United Artists is distributing more than 10,000 exhibitor brochures spotlighting the sneak preview audience acclaim for Stanley Kramer's "Inherit The Wind." The four-page publication highlights the reaction registered by patrons of Loew's 72nd Street, New York, whose comment card reaction was reported as approximately 90 per cent excellent.

"Inherit The Wind" will be shown at the Berlin Film Festival, June 25.

AIP Re-Issue Scores

HOLLYWOOD, June 22. — American International Pictures' re-issue combination of "Goliath and the Barbarians" and "Sign of the Gladiator" has grossed $19,065 six days at four drive-in theatres in the Kansas City area, AIP.

Schneer Contract with Columbia Is Extended

Columbia Pictures has replaced independent producer Charles H. Schneer's three-year contract with a new five-year deal, it was announced yesterday by A. Schneider, Columbia president. The decision to enlarge and extend the contract was reached, Schneider said, after Columbia executives had viewed with great enthusiasm Schneer's latest films, "I Aim at the Stars" and "The 3 Worlds of Gulliver."

Under the terms of the new deal, Schneer will deliver two films a year to Columbia over the five-year period. The old contract had been in effect only one year.

Fight Films Booked In 7,500 Theatres

A record number of some 7,500 theatres have booked the motion picture of the Patterson-Johansson championship fight, it has been announced by William J. Heineman, vice-president of United Artists. The UA sales chief pointed out that this represents the highest number of theatres ever to play a championship fight film.

The film, running 21 minutes and narrated by Chris Schenkel, shows the full five rounds and includes slow-motion inserts of the knockdowns and the final count-out. The films are now being shipped by air express to all UA exchanges throughout the country.

PEOPLE

J. P. Masters, manager of the Capitol Theatre, Bowling Green, Ky., and a veteran of 52 years in the industry, will retire on July 2. He will be succeeded by **Harold L. "Happy" Hardcastle.**

* * *

Al Hildreth has returned to exhibition to manage the San Marco Theatre, Jacksonville, succeeding **Marty Shearn.**

* * *

R. H. Woelfl, who has served National Theatre Supply in the San Francisco area for some 20 years, has been named branch manager for the company in that city.

* * *

Floyd Stowe, veteran booker in the Jacksonville area, has moved to Palatka, Fla., to manage the Linda Drive-in Theatre, which he recently acquired from Mrs. Adelaide Gawthrop.

'Apartment' Sets Mark

Billy Wilder's "The Apartment" has set a new house record, estimated at $24,500, in its first week at the Plaza Theatre here, it was disclosed yesterday by William J. Heineman, vice-president of United Artists, the distributor.

THE BIG ONES ARE ADVERTISED IN LIFE

JERRY LEWIS'
THE BELLBOY
A PARAMOUNT RELEASE
IN LIFE'S JUNE 27 ISSUE

ADVERTISED IN LIFE THE BIG ONE IN MOVIE SELLING

Relief Fund to Elect Officers on Sunday

From THE DAILY Bureau

HOLLYWOOD, June 22. – Election of officers and new trustees for the ensuing year will highlight the Motion Picture Relief Fund's annual meeting Sunday afternoon at the Motion Picture Country House in Woodland Hills.

The meeting will include reports by president George Bagnall and treasurer E. L. De Patie, a tour of the new rest home now under construction, and a reception in the country house dining room.

All members of industry, and their friends, are invited to attend.

Pay-TV Urged

(*Continued from page* 1)

of the National Community Television Association convention at the Hotel Fountainebleu here predicted that 20 million Americans homes will have some form of pay TV within five years.

He said that community antenna system operators, who provide some 700,000 cable subscribers with TV programming they could not ordinarily receive effectively, should recognize that "CATV is a natural extension of ordinary television" but "not the end of the line, either."

"The next logical progression," he said, "is what is commonly called 'pay TV'—but which I much prefer to call 'participation TV' because there is so much more to it than just paying for entertainment."

He suggested that the "extra" channel reserved for participation could be used for educational purposes, merchandising, opinion polls, television program ratings and many other purposes in addition to entertainment.

Stresses Education

"From a public service standpoint," he said, "one of the most important surely is education. Great strides have been made in the use of electronic audio-visual devices for education. Most such experiments, unfortunately, involve universities and metropolitan school systems.

"Rural and small town Americans are in danger of becoming second class citizens from the standpoint of educational advantages."

Kahn pointed out that, as community antenna system operators, "none of us is interested in destroying regular network television." A participation system, he said, must "compliment and not supplant" regular TV broadcasting.

TelePrompTer demonstrated a participation TV system of its own, Key TV, to NCTA members here Monday night and also carried the Floyd Patterson-Ingemar Johansson fight experimentally on 13 community systems serving 25,000 homes.

Kahn said, however, that his company believes the subscription television market is so vast that no single system can realistically expect to dominate it.

Quigley Awards Announced

(*Continued from page* 1)

ing director of that theatre as well as the State.

For small situations: MICHAEL DORSO, manager of the Community Theatre, a Walter Reade operation in Kingston, N. Y.

For overseas: ROBERT W. P. DODD, manager of the Empire Theatre, Toowomba, Queensland.

Entries in all three categories were of such general excellent quality that, for the first time in the annual Quigley Award judging, it was decided to award honorable mentions to two additional campaigns in each of the three competitions.

Honorable mentions are as follows:

Large situations—Ines J. Groething, manager of Loew's American Theatre, Parkchester, Bronx, N. Y., and Paul D. Flowers, manager of the Loyola Theatre, Los Angeles, Calif.

Small situations – Max A. Cooper, manager of the Cove Theatre, Glen Cove, Long Island in New York City, and R. H. Osmond, manager of the Alcazar Theatre in Bell, Calif.

Overseas—A. E. McClelland, manager of the Majestic Theatre, Launceston, Tasmania, Australia, and F. Budd, manager of the Odeon Theatre, Melbourne, Australia.

Brunner received his Grand Award in the "large situation" competition for his comprehensive campaign for Metro-Goldwyn-Mayer's "North by Northwest," which included a variety of attention - getting promotions, all pointing in the direction of his theatre.

The campaign which won "small situation" top honors for Dorso covered his efforts during a four-week period, and included promotion on such pictures as "The Blue Angel," "Pride and Passion" and "The Devil's Disciple."

Dodd began his award winning campaign for "Robbery Under Arms" three weeks in advance of opening, with many of his stunts keyed to the film's title, and "Captain Starlight," the leading character in the film with an Australian bushranger background.

Judges in this year's competition included Ned E. Depinet; Russell V. Downing, president, Radio City Music Hall; Ernest Emerling, vice-president, Loew's Theatres; Leopold Friedman, chairman of the board, Loew's Theatres; Emanuel Frisch, treasurer, Randforce Amusement Corp.; Harry Goldberg, Stanley Warner ad-publicity head; Charles Hacker, assistant to president, Radio City Music Hall; Cy Londner, Skouras Theatres; Fred Lynch, advertising-publicity director, Radio City Music Hall; Harry Mandel, vice-president, RKO Theatres; Seymour Morris, ad-publicity head, Schine Circuit; Eugene Picker, president, Loew's Theatres; Walter Reade, Jr., president, Walter Reade Theatres; Charles M. Reagan, Greater Indianapolis Amusement Corp.; Herman Robbins, president, National Screen Service; Samuel Rosen, executive vice-president, Stanley Warner; James Shanahan, assistant ad-pub director, Loew's Theatres; and Robert K. Shapiro, New York Paramount Theatre.

Wald Signs

(*Continued from page* 1)

cided to continue his association with Fox where he had been producing since August 1956. In that period of time, he made 14 pictures, including "Peyton Place," one of the biggest grossers of the last decade.

"The presence of Jerry Wald, in the past years as a producer at this studio, has been gratifying and of mutual benefit," Adler stated. "Both Spyros Skouras, our president, and I are happy that Wald and his Company of Artists will continue as one of the prominent production factors of the 20th Century-Fox program."

Caufield in Moss Post

Reginald Caufield, formerly studio supervisor for National Broadcasting Co., has been named managing director of the new Mall Theatre, in the Bergen Mall Shopping Center, Paramus, N. J. The Mall Theatre is a unit of the B. S. Moss circuit.

Handling U. S. Rights

David Bader of Durham International Films here is handling American rights to "Jackpot" feature production from Grand National Studios, London.

Minimum Pay

(*Continued from page* 1)

tion Picture Organizations said they expected the bill to reach the Senate floor by Monday or Tuesday of next week.

The House Labor Committee is nearing completion of work on its minimum wage bill, which also exempts theatre employes, and expectations are that it, too, will reach the House early next week.

Set Up Service Line

ALBANY, N.Y., June 22.—To facilitate service for exhibitors, Warner Bros., Columbia and United Artists are sharing a special line installed to Clark Service, Inc., located two blocks from the 991 Broadway offices of the three distributing companies. Clark inspects and ships for the trio here.

Sinatra, Tracy Teamed

HOLLYWOOD, June 22. – Frank Sinatra will co-star with Spencer Tracy in "The Devil at 4 o'clock," Fred Kohlmar production for Columbia Pictures release, it was announced at the weekend by Samuel Briskin, Columbia's vice-president in charge of West Coast activities.

Final Embassy Case Arguments Set July

Special to THE DAILY

SAN FRANCISCO, June 22.—
eral Judge Lloyd H. Burke today
July 18 for opposing counsel to
final oral arguments in the Emb
Theatre $8,000,000 monopoly
against the major Hollywood film
tributors.

The case was filed in 1950
after many delays was heard by
late Judge Edward P. Murphy in 1
who died before rendering a deci

As a result of Judge Mur
death, the case seemed destined t
tried all over again until attor
for both sides got together and ag
that Judge Burke might read
transcript of the trial heard by J
Murphy and base his findings on
recorded testimony.

Daniel McLean and Leland Di
are the Embassy owners who filed
1950 suit, claiming the defen
prevented their Market Street h
from getting first-run product.

Judge Burke's ruling for the
18 start of closing arguments indic
he has digested the transcript of
trial heard by Judge Murphy and
he is almost ready to hand down a
dict after more than 10 years of
gation.

Levine Party

(*Continued from page* 1)

of Levine's new film, "Hercules
chained," which Warner Brothers
release, commencing June 29.

Levine will hold his second s
next Tuesday night with a mid
Grecian "orgy" at the Forum of
Twelve Caesars in New York.

For his Beverly Hills party L
had more than 300 guests seate
reclining lounges around the Be
Hills Hotel pool with beautiful "
cian" maidens swimming among
rious flower beds. Food and wine
flown in from all over the worl
pecially for the event. The focal
of the presentation was an eight
Hercules in ice with lights built
the frozen body. The guests wer
sisted in their enjoyment of the
by an array of "Grecian" hand-
ens, who attended to their every
fort.

Celebrants attending included
L. Warner, president of Warner B
ers; Jack Karp, vice-presiden
Paramount Pictures; Sol Siegel,
duction head of M-G-M; Ji
Durante; Mitzi Gaynor; Lucille
Robert Young; Clark Gable; Ros
Brazzi; Yves Montand; Hope
Lee Remick, among many others.

The party was said to have co
excess of $20,000.

No New S.C. Legislat

COLUMBIA, S. C., June 22.—
atre operators had no new legisl
added to their business by the
Carolina legislature this year.
year when the state was in good s
financially, no new taxes were a
and thus no broader bases
sought.

Agitation for censorship never
developed in this state.

Pay-TV Plan for Hartford Told to FCC

pplicants See 0,000 Users n First Year

(Continued from page 1)

Broadway plays, full-length opera, et, concerts, and sports events. cational programs will also be ented.

ay programs will be broadcast ng prime viewing hours. Free TV, commercials, will be aired for the nce of the broadcast day.

he RKO-Zenith application on be- of RKO's Hartford Phonevision claims to meet the standards for roval of a pay-TV test laid down ne FCC's third report.

irst-year costs, to be borne by), including necessary construction installation of 10,000 Phonevision ders (to be supplied by Zenith st), is put at $1,676,000. Estimat- ost of the first year of operation 1,291,860. The application states "it is estimated that payments to ram suppliers will not as a whole ed program revenues."

Assets Reported High

ne document also asserts that O will obtain funds with which nance the operations from its cur- assets and from current revenue ived over the period of the test."

f March 31, 1960, the current as- of RKO General exceeded its cur- liabilities by about $16 million. excess of assets over liabilities is easing at the rate of about $750,- per month.

ope of the test will be sizable, rding to the application. Manufac- ng lead-time of six months will delivery of decoders. Thereafter, can be shipped at the rate of 0 per week. It is planned to start ations after 2,000 have been in- ed. Top target for the first year's ation is about 52,000 installed de- rs, and it is believed certain that east 10,000 of the 300,000 TV es in the Hartford area will have TV by the end of the first year. scale of the proposed installation be shaved if FCC grants less than ree-year test.

Wide Range of Prices

ccording to the application, the for the majority of programs will e between 75 cents and $1.50, to be generally at or below box- admission charges in the Hart- area. Some features may cost as as 25 cents. During the test od, a few extremely high-cost pro- ions (such as heavyweight cham- ship fights) may cost as much as 0. This is contrasted with the Jo- son-Patterson fight which cost $4 5 in film theatres and from $10 to) at the stadium.

decoder, essential to unscrambling the pay-TV signal, would be installed at a cost of $7.50 to $10. There may be a minimum charge, not to exceed 75 cents weekly, to cover maintenance and depreciation (over five years). A decision may be made later, however, to have program costs absorb this.

No Decision on 'Classes'

The pay-TV applicants "have not determined at this time whether or not they will attempt to divide subscribers into different classes, such as private home users, commercial or semi-public users, etc." If this is done, different terms and conditions may be imposed without notice to the FCC.

Pay-TV will be on a credit basis. The decoder will make a record of programs viewed, and subscribers will remit monthly to the operating company. Instructions for decoding programs will be published in daily papers and possibly in a program booklet to be mailed to subscribers. Though coin-box decoders are available, it is anticipated that they will be used "only when and to the extent that any significant public demand is found."

Hartford Phonevision, of which RKO General is sole stockholder, holds the Phonevision pay-TV franchise for the Hartford area. Zenith, which supplies the decoders, will receive no fee during the first year of Hartford operation. During the second year, it will get 2½ per cent of all revenues. This will rise to 5 per cent during the third and subsequent years.

RKO to Bear Costs

During the initial phase of Hartford operation, RKO has undertaken to spend at least $2 million on Phonevision. In the second phase, which is expected to bring the number of subscribers to 50,000 or more, RKO will bear all costs of sales solicitation, advertising, public relations, and the like.

In the third phase, RKO has the right to exercise an option on four additional Phonevision franchises. "In no event shall RKO be entitled to more than one of the three largest television markets, nor more than one of the fourth to sixth largest television markets, nor more than one of the seventh to ninth largest markets, nor to more than 20 per cent of the national television market, all as determined by the number of television homes." Fee of 5 per cent would be paid.

'Most Favored' Provision

If another potential licensee applies for a franchise, RKO has the right of first refusal of that franchise for 60 days on the same terms and conditions as the other party. RKO will be on a most-favored-licensee basis, with its terms modified if more favorable terms are negotiated with another franchise-holder.

In the course of various phases of the Zenith-RKO agreement, RKO undetakes to spend a total of at least $10 million, though this will necessarily be smaller if the agreement is cancelled before it goes through all of its phases. If the companies decide to go ahead on pay-TV on more than an experimental basis, "RKO shall as quickly as possible" get government approval and set up subscription TV operations "in all other markets for which it has been granted franchises" for Zenith's pay-TV system.

The application discusses at some length the Zenith-RKO experience with regard to motion pictures. The application notes that current motion picture releases from box-office exhibition have been considered to be "a principal part of the program fare it would offer through subscription" television. It asserts that:

Says Distributors Are Enthusiastic

"Extended efforts for the last two years have been made to determine availability of feature motion picture films during the period of their distribution as box-office attractions. Major distributors and owners of such product were extensively consulted. We, in general, found great enthusiasm among producers and distributors for a test of Phonevision's feasibility.

"While, in no case did a major distributor or producer state that current releases would not be made available, it was found impossible to obtain firm commitments. It was apparent to us that the wait-and-see attitude on the part of the distributors and producers was motivated by some or all of the following considerations:

"(1) Our proposals have inherent irremovable uncertainties until the requisite governmental authorization is obtained.

"(2) In view of the uncertainties, and until they have been cured, an agreement to furnish specific product on specific dates under specific conditions cannot be made sufficiently definite and precise to constitute a firm commitment.

"(3) Arrangements between the distributors and producers and their respective independent contractors and joint venturers that may be prerequisites to commitments to the applicant are not feasible to undertake until the present uncertainities have been removed.

"(4) There seemed to be a natural unwillingness to upset or confuse existing business relationships so long as a public decision or position with respect to the tests could be postponed.

"We are aware of strong opposition from some motion picture exhibitors to the test. We have no reason to believe, however, that the distributors and owners of motion picture product would conspire or agree with such exhibitors to deny product to a competitive method of motion picture exhibition such as Phonevision, or in any event, that the number of such distributors and producers who would do so would be sufficient to deny us the volume of product we need.

"In the course of our survey of motion picture availability we found

Availability of Film Product Emphasized

that some interests believed that when, and if, subscription television became established on a national basis, motion picture product for subscription television would tend to be a new category that would differ from either advertising television or motion picture theatre shows.

"This view seems to be based on the differing capacities of the media, principally economic capacity in the case of the comparison with advertising television and technical reproduction capacity in the case of the comparison with theatres. However this may eventuate, it was generally agreed that its development would have to await test market results.

"On the basis of its investigation into availabilities of motion picture box office product and the fact that motion picture product has been made available to every subscription experiment to date, the applicant has concluded that there is sufficient promise of a supply for the tests here proposed to justify proceeding to the point where the present disadvantageous uncertainties have been eliminated and where firm commitments can reasonably be expected or demanded."

Push Bill to Restrict Influence on Gov't

From THE DAILY Bureau

WASHINGTON, June 22.—Off-the-record dealings with Government regulatory agencies, including the Federal Communications Commission, would be outlawed for the most part by a bill approved by the House Commerce Committee. The bill, approved unanimously, probably will not get through Congress this year, Chairman Harris (D., Ark.) plans to push "for all the progress we can."

The bill would ban off-record contacts with Government personnel dealing with an on-the-record proceeding, such as the grant of a TV station license. Members of Congress will, however, be able to inquire as to the status of a case before a regulatory agency. Stringent restrictions are placed on activities of Government employees and their relationships with firms that have cases pending before regulatory bodies.

Penalties for violation can include a fine of $10,000 and a year in jail.

Acquires Ohio Theatre

CRESTLINE, O., June 22. — Olen Martin of the Tri-City Drive-in Theatre, Bucyrus, has acquired the lease in the Crest Theatre here, which was operated by Leo Burkhart until his sudden death two weeks ago.

Alicoate Dies

(*Continued from page* 1)

field, Alicoate while still in college joined the *Washington Post* after a period with the *Washington Herald*, as automobile editor, subsequently becoming the paper's first motion picture editor.

The United States' entry into World War I saw Alicoate donning uniform, and he was commissioned in the Aviation Section of the Army Signal Corps, forerunner of today's Air Force. Alicoate in 1919 began his long identification with *Film Daily* as secretary and business manager, later becoming treasurer.

Became Publisher in 1926

Upon the death of Joseph Dannenberg, then president and editor, in 1926, Alicoate was elected president of the owning corporation, Wid's Films and Film Folk, Inc., and assumed the publisher's title retained until his death. In 1929, Alicoate additionally took over the paper's editorship and continued until the appointment in 1937 of the present editor, Chester B. Bahn.

His organizational interests were many. In 1934, he was elected General of the Order of Kentucky Colonels. He was at his death a member of the Paris Post of the American Legion, the Overseas Press Club, the Motion Picture Pioneers, AMPA and the Westchester Country Club.

Honored by Treasury Dept.

The Treasury Department in 1946 awarded its silver medal for distinguished war loan service to Alicoate. In the post war period, the Republic of Italy bestowed a decoration upon his for efforts in behalf of Italo-American industry amity.

Atlanta WOMPIs Install

ATLANTA, June 22.—Willis Davis of the Wilby-Kincey organization spoke at the installation dinner of the WOMPI club, held at the Variety Club. Jean Mullis, Theatre Service Co., took over the helm for another year. Also installed were Nell Middleton, and Juanita Elwell, vice-president; Edythe Bryant, recording secretary; Lois Cone, corresponding secretary, Bernice Hinton, renamed treasurer, and Opal Tate, Pat Brown, Margaret Stover and Tillie Shapiro, members of the board. Mrs. Christine Gilliam, the city's censor, presided. Juanita Elwell, service chairman, was named WOMPI of the Year.

'Meet' Preview Today

Home editors of the New York daily newspapers and the leading wire services and feature syndicates will attend a special press conference today on the $250,000 "dream house" which was built in conjunction with Columbia's "Strangers When We Meet." Television and radio women's program commentators also will be present for the meeting, which will include a screening of the film.

The conference will take place at the Columbia home office.

REVIEW:

13 Ghosts

Columbia

HOLLYWOOD, June 22

WILLIAM CASTLE MUST go unchallenged as the most prolific individual producer and director of the kind of horror films that spell box office. His latest effort, designed to have the audience enjoy some screen magic, and be on the alert throughout the entire film, is a gimmick which he calls "Illusion-O."

Each patron on entering the theatre will receive a cardboard frame containing one red and one blue strip of colored gelatin. Castle, appearing as himself in a prologue of the feature, instructs the audience on why and how to use the color strips in order to see the ghosts during several sequences in the film. It all adds up to good family fun—like playing a parlor game while someone tells a ghost story.

Robb White has contrived a screenplay with intermittent instructions to wear the Illusion-O specs superimposed over the action to prepare the audience to see the ghosts. During the seqeunces in which the ghosts appear the film is processed with a bluish tint, with special effects by Butler-Glouner, Inc., so that the audience can see the ghosts more clearly if viewed through the orange gelatin.

The story introduces Donald Woods as a financially embarrassed museum official who is willed a furnished house by a rich uncle just in time to answer an immediate housing problem for his wife, Rosemary De Camp, his daughter Jo Morrow, and his precocious 10-year-old son Charles Herbert, who likes ghost stories and proves his ability to get along with apparitions.

According to the late uncle's lawyer, Martin Milner, and Margaret Hamilton, the housekeeper, who apparently was also willed to the Woods family, there are a number of ghosts being held captive in the house, each one more frightening than the other, allegedly captured by the uncle. The lawyer is also aware that a fortune in cash is hidden in the house and tries to persuade Woods and the family to move after little Charlie discovers the secret hiding place of the money.

Milner tries to steal the money by destroying little Charlie, but falls victim to his own plan as the ghost of the uncle makes him the 13th ghost. It all ends very happily as Woods and his family wind up with the loot.

Castle appears again in the epilogue to suggest the audience might like to look around the bedroom when they go to bed that night and use the Illusion-O specs to check if there are any apparitions visiting. Release in June, 1960. Running time, 85 minutes.

SAMUEL D. BERNS

Single Show of 'Inherit'

Stanley Kramer's "Inherit the Wind" will be shown for one performance only in Dayton, Tenn., on July 21, as part of the ceremonies celebrating the 35th anniversary of the famous Scopes "monkey trial," which inspired the motion picture. The national release of the film will start in November.

Toledo Drive-in Sold

TOLEDO, June 22.—The Wintner brothers, owners of a circuit of drive-in theatres, have sold their Maumee Drive-in here to Al Boudouris, who also operates the Miracle Mile and Franklin Auto theatres in the Toledo area.

Vending Co. to Wometco

MIAMI, June 22.—Wometco Enterprises, Inc., has purchased the assets of the Walker Vending Service of Duval County, Florida, a full-line automatic food and beverage vending operation. It will be operated by Wometco Vending of Jacksonville.

Buys Drive-in

CINCINNATI, June 22.—The Shor Theatre Chain has purchased the 735-car Woodlawn Drive-in Theatre, including the real estate, for an undisclosed sum. The operation will be known as Woodlawn Enterprises, Inc., and will be under the supervision and management of Jack H. Haynes and Carl Ferrazza, of the Shor circuit.

Robert Bicks Supported

WASHINGTON, June 22. — The nomination of Robert Bicks as chief of the Justice Department's anti-trust division received bi-partisan support today in a hearing before the special judiciary subcommittee on nominations. The group took no immediate action on the nomination.

Carillon Gets 'Africa'

Carillon Pictures has acquired distribution rights in the United States and Canada to Lionel Rozosin's "Come Back Africa." The feature is now in its fourth month at the Bleeker Street Cinema here.

Byrne Resign

(*Continued from page* 1)

Byrne. The latter could not be reac
for questioning. It was stated that
is ill at the present time and is
cuperating in a local hospital.

Byrne is an M-G-M veteran, hav
been with the company's sales dep
ment since 1925, when he joined i
a salesman at the Denver excha
He later worked for the company
the West Coast, in New Jersey,
bany, New Haven, Boston, and
midwest district manager with h
quarters in Denver in 1941. He
a similar post with headquarter
Detroit a few years later, and
named eastern sales manager in 1
He was appointed general sales r
ager in December, 1957, and a v
president in March of last year.

Byrne has had two assistant
eral sales managers, Burtus Bis
Jr., and Robert Mochrie, the latt
former general sales manager of I
Radio Pictures and of Samuel G
wyn Prods., presently is in charg
"Ben-Hur" sales.

Nothing could be learned of By
future plans.

A month ago, in a similarly u
pected move, Alex Harrison resi
as head of 20th Century-Fox dom
distribution. He has since retire
a ranch in Southern California an
portedly may interest himself in
casional production.

Sees Influence of U.
Hurt by Films to Afr

From THE DAILY Bureau

WASHINGTON, June 22. —
Lausche (D., Ohio) told the Se
today that the Rev. Billy Graham
well-known evangelist, had
plained to him about the influenc
the primitive peoples of Afric
U.S. films. Senator Lausche said
"the good which we have done
through our financial help has, in
tically all instances, been either
tralized or destroyed by the char
of moving pictures and liter
which has been sold to the peop
those nations by mercenary inte
in the U.S."

Graham, according to Lausche
port, also raised the question o
"paradoxical" nature of the guar
of freedom of speech which
Americans in the position of sup
ing it even when abused.

Lausche averred that the ima
America to foreigners is "in a
stantial degree, related to the ch
ter of the literature and moving
tures we send out."

N.O. WOMPI Install

NEW ORLEANS, June 22. —
local chapter, Women of the M
Picture Industry, has installed its
slate of officers, headed by Mrs.
men Smith, of Hodges Theatre
ply. Other officers are: Mrs.
Jean Favre, Paramount, first
president; Mrs. Imelda Giessi
Richards Center, second vice-
dent; Ida Klos, Paramount Gulf,
responding secretary; Mrs. Th
Reinerth, MPA, recording secreta

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

87, NO. 122 NEW YORK, U.S.A., FRIDAY, JUNE 24, 1960 TEN CENTS

ge Interested

nn. Pay-TV eeds 50,000 Break Even

scribers to Compute a Bills and Remit

vill require between 45,000 and 0 Phonevision subscribers to the projected Hartford, Conn., V test profitable, according to tions, based on several "assump-' according to a Zenith Radio l connected with the test, which undertaking in conjunction with General.

ith aims to bring the system into imum of 10,000 Hartford homes rst year, with a possibility, it was ed, the figure will run as high ,000.

O General and Zenith applied Federal Communications Com-on this week for authorization to ict a three-year test over WHCT, nel 18, in Hartford. If and when ssion is granted, it will require imum of six months for factories tooled up and to begin deliver-

(*Continued on page* 2)

n Stocks Approved Good Investment

tion picture securities are rec-ended as an attractive investment opportunity by Gerald M. Loeb F. Hutton & Co. in his current s' letter. No particular stock is d out but attention is called to sset value behind most or all film any securities.

eb says: "The place to look for a on picture value is not in the

(*Continued on page* 5)

B. Kahane Relected sident of Academy

From THE DAILY Bureau

LLYWOOD, June 23. – B. B. ne has been reelected president e Academy of Motion Picture and Sciences for the 1960-61 it was announced today.

her officers elected by board of nors at their meeting last night

(*Continued on page* 4)

Campaign Grows Against Films of 'Lurid' Nature at Buffalo Drive-Ins

Special to THE DAILY

BUFFALO, June 23.–Snowballing protests from religious and civic groups and from a number of film exhibitors against "lurid" pictures being shown in area drive-ins today threatened to draw a strong battle line between the local groups and certain drive-in theatres.

This development was implied this week on the front page of the *Buffalo Courier-Express,* in a follow-up story on "drive-in theatres which specialize in salacious films."

The dispute was provoked earlier

(*Continued on page* 5)

See Reelection of Rogers Hospital Heads

By CHARLES S. AARONSON

SARANAC LAKE, N. Y., June 23.–Reelection of the present slate of officers of Will Rogers Memorial Hospital and Research Laboratories, headed by A. Montague, president, is expected at the annual meeting of the board of directors to be held at Edgewater Motel, Schroon Lake, N. Y., on Saturday.

A. Montague

Other officers are: S. H. Fabian, treasurer; Samuel Rosen, associate treasurer; Max A. Cohen, secretary.

The directors and their guests, the latter including exchangemen from many parts of the country and press representatives, arrived at the Edge-

(*Continued on page* 5)

Move to Force Action On Minimum Wage Bill

From THE DAILY Bureau

WASHINGTON, June 23. – An open fight broke out today in the House Labor Committee on the question of bringing the minimum wage bill to the floor. Eighteen liberal Democrats, alleging that maneuverings by chairman Barden (D., N. C.)

(*Continued on page* 5)

Archbishop O'Connor Is Named to Vatican Unit

Special to THE DAILY

VATICAN CITY, June 23.–A United States prelate, Archbishop Martin J. O'Connor has been chosen by Pope John XXIII to head the secretariat preparing material on communications media for the Second Vatican Coun-

(*Continued on page* 4)

REVIEW:

Elmer Gantry

Lancaster—Brooks—United Artists

There is going to be plenty of talk about "Elmer Gantry" in the months to come, and it could be the kind to parlay this well-made picture into a box office bonanza for exhibitors.

In the first place the subject matter is going to set plenty of tongues to wagging. Like the celebrated novel by Sinclair Lewis on which it is based, the film is a savage and devastating attack on revivalism as practiced by fundamentalist religious sects back in the 20's and to a lesser extent today. Wherever there is sensitivity about this issue "Elmer Gantry" could start rows similar to the ones that the book kicked up when it was published in 1927.

Nor is such discussion likely to be muted by the fact that the character of Elmer Gantry in the film is not the ordained minister he is in the book. He is still a booze-guzzling, woman-chasing young punk who discovers

(*Continued on page* 4)

Appointed by Vogel

Name Mochrie MGM General Sales Manager

Succeeds Byrne As Head Of Domestic Distribution

Robert Mochrie yesterday was appointed general sales manager for Metro-Goldwyn-Mayer by Joseph R. Vogel, president. Mochrie, who had been an assistant general sales manager at M-G-M, succeeds Jack Byrne, who resigned recently after many years with the company.

Robert Mochrie

Mochrie has been with M-G-M for the past three years, and for the past year has devoted his time exclusively to the domestic dis-

(*Continued on page* 5)

Krim Named Head of U.A. Associated

Arthur B. Krim has been named president of United Artists Associated, filling the post recently vacated by the resignation of Eliot Hyman. Robert S. Benjamin has been chairman of the board of the company since its inception in October, 1958.

Krim said that UAA, a television film distributing affiliate of United Artists Corp., will continue its operations as previously.

The top executive echelon of UAA

(*Continued on page* 4)

See MGM's '59-'60 Net Exceeding $8 Millions

Financial circles expect Metro-Goldwyn-Mayer's net profit for fiscal 1959-'60 to exceed $8,000,000 on the basis of results to date. The company is now in the final quarter of its fiscal year.

An M-G-M spokesman recently re-

(*Continued on page* 2)

PERSONAL MENTION

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, will leave New York over the weekend for Hollywood.

•

JEFF LIVINGSTON, Universal Pictures executive coordinator of sales and advertising, will leave here on Sunday for the Coast.

•

ROBERT M. STERNBERG, official of New England Theatres, Boston, has returned there from Hartford.

•

JOHN HUSTON, director, who returned to New York recently from Ireland, has left here for Hollywood.

•

MAL DEITCH, son of **BOB DEITCH**, film buyer for Eastern Theatre Corp., Newark, will enter the U.S. Naval Academy, Annapolis, on July 5.

•

IRVING HILLMAN, Stanley Warner advertising-publicity director for the New England area, has returned to New Haven, Conn., from Hartford.

•

ROSS HUNTER, producer, will arrive in New York on Monday from Hollywood.

•

FRANKLIN E. FERGUSON, of the Bailey circuit, New Haven, Conn., has returned there from Boston.

Anderson Will Replace Odlum on Disney Board

From THE DAILY Bureau

HOLLYWOOD, June 23.–William H. Anderson, vice-president of Walt Disney Prods. in charge of studio operations, has been elected to the company's board of directors. Anderson fills a vacancy on the board created by the recent resignation of Floyd B. Odlum, former head of Atlas Corp., who has been gradually reducing his business activities.

Anderson has been with the Disney studio since 1943 and was named a vice-president in 1956. He is producer of "The Swiss Family Robinson," and is active in production of "Walt Disney Presents" TV program.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"BELLS ARE RINGING"
An ARTHUR FREED PRODUCTION starring
JUDY HOLLIDAY • DEAN MARTIN
from M-G-M in CinemaScope and METROCOLOR
ON THE GREAT STAGE "HAWAII, U.S.A."

Pay-TV Break-Even Studied

(*Continued from page 1*)

ing decoders. Thereafter, it is believed they can be supplied at the rate of 1,000 per week. Operations would be scheduled to begin after 2,000 installations had been completed, at a cost of $7.50 to $10 each.

At this maximum production and installation rate the 50,000 attachments at the end of the first year would be possible, providing that many Hartford set owners wish to become customers. There are an estimated 300,000 TV homes in the area and a minimum expectancy for the first year is that 10,000 would become subscribers. There is a possibility of a 75-cent weekly maintenance and depreciation charge, over five years, and program costs are expected to run from 75 cents to $3.50 for special attractions.

Will Avoid 'Collectors'

To avoid the expense of sending collectors to subscribers' homes to pick up tapes showing the programs "bought" during regular intervals of a month or two, and submit statements, it is presently planned to ask subscribers to detach the tape themselves and mail it in with remittances for the indicated sums.

How satisfactory this system will be remains to be seen. There is considerable skepticism over it in the trade at the moment.

The Phonevision system, unlike Paramount's Telemeter, is an over-the-air rather than wired pay-TV operation and cannot accept coins. Its "decoder," which unscrambles a telecast program, is a box-like attachment which is placed above the receiving set. When the decoder is operated it registers the program and its cost on the tape.

Plays Suggested

Zenith reports that the William Morris Agency has suggested a list of Broadway plays which might be available, its interest being in pay-TV potentials for its talent clients. Producers of the plays have not been lined up yet but many of them feel anything derived from a new source such as pay-TV would be so much "velvet."

It was speculated that what might be available to pay-TV while its audience remains limited to secondary test areas would be road company performances at the end of their tours. In the meantime, apart from occasional special events, motion pictures would be expected to provide the bulk of the programming.

M-G-M's Net

(*Continued from page 1*)

ported that the studio was in the black for the third quarter, ended June 9, despite the Screen Actors Guild strike in that period. Profits for the first nine months and for the full year ending Aug. 31 are expected to be well ahead of the previous year, when $2.91 a share was earned.

'Ghosts' Makes Bow

DETROIT, June 23.–"13 Ghosts," a William Castle production for Columbia Pictures release, was given a gala world premiere here at midnight tonight at the Broadway Capitol Theatre. The midnight showing and earlier festivities were all in keeping with the supernatural atmosphere of the film. William Castle, who produced and directed the film, arrived here earlier this week for promotional activities.

'Dinosaurus' Opens

"Dinosaurus," the Jack H. Harris production for Universal-International, has its world premiere at the Joy Theatre in New Orleans today and opens simultaneously at the Grand Theatre in Cincinnati; the Majestic in Providence and in seven other situations as part of a ten-city launching of the film. Harris is participating in the world premiere activities in New Orleans.

Seeking Soviet Entry For Frisco Festival

Special to THE DAILY

SAN FRANCISCO, June 23.–Irving M. Levin, executive director of the San Francisco International Film Festival, who is in Europe on a six-week scouting tour for entries, reported from the Continent today he expects to return July 27, by which time he will have visited nine countries.

Reports by Telephone

In his report via telephone to festival headquarters here, Levin expressed the hope that Russia will send an entry this year for the competition slated Oct. 19 through Nov. 1 at the Metro. He based his optimism on preliminary talks with Soviet film officials whom he will meet again next week.

Levin is now covering the Berlin Festival.

Tri-States Convention In Memphis Oct. 4-5

Special to THE DAILY

MEMPHIS, June 23.–The board of directors of Tri-State Theatre Owners met here today and set Oct. 4 and 5 as the 1960 annual convention dates. President Gordon Hutchins, Russellville, Ark., said the Hotel Claridge in Memphis would be the convention site.

New Labor Support
Anti-Pay-TV Campai

Continued support from labor o izations in the motion picture th industry's campaign to outlaw TV, was reported yesterday by I F. Harling, chairman of the Committee Against Toll-TV.

Harling, who is also chairma Theatre Owners of America's pay-TV committee, announced he been advised by the Pennsyl Labor News, Harrisburg, (Pa.) paper for AFL-CIO unions, tha Harrisburg Region Central I Council had adopted a resolutio posing Pay-TV. The resolution proposed to the Central Body Western Pennsylvania labor unio the Motion Picture Projecti Union Local 480 IATSE.

The Region Council asked all members to write their Congres and Senators urging them to lend port to the Harris Bills, HJR 13 HR 6245, now in the House Inte and Foreign Commerce Comm which would ban all forms of pay cable as well as broadcast.

The Harrisburg action follows few days the receipt of a chec Harling from the Motion Picture chine Operators Local 599, IA of Fresno, Calif., for the grass campaign being conducted for pa of the Bills.

Dr. Dooley Honored

Spyros P. Skouras, 20th Cen Fox president, was honorary man of the committee paying tr to Dr. Tom Dooley, legendary j missionary, last night at a dinn the Commodore Hotel here, memorating the doctor's effort raise funds to maintain three ho teams in Laos, Cambodia and nam. The affair was attended b diplomats, American business le and New York society.

Compo Ad on Ad C

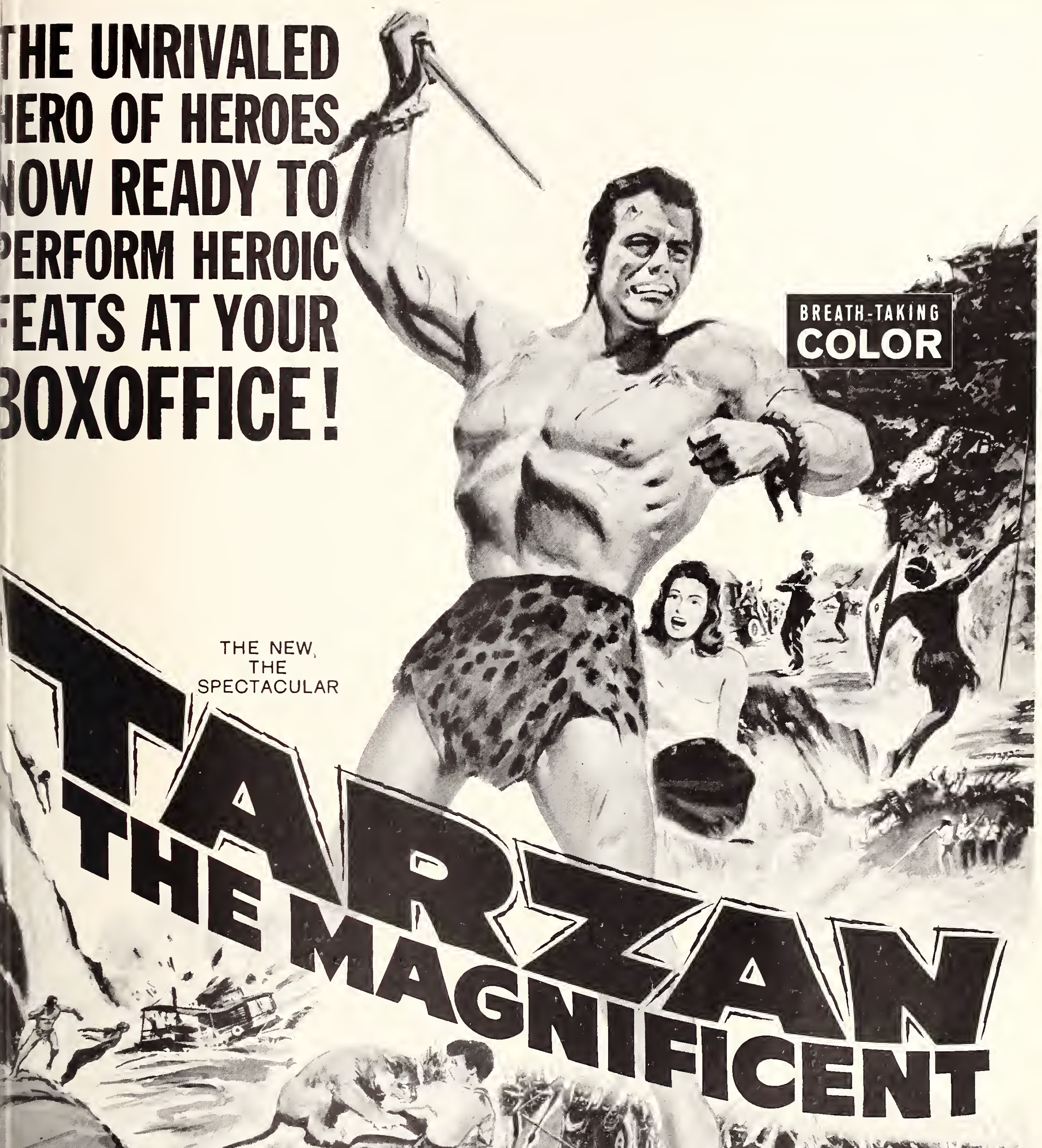
Reproducing the stamp used b Advertising Code in approving tion picture advertising, the 117 the series of Compo ads in *Edit Publisher,* which will appear t row, explains the process by w the code is administered. I part of a special campaign to acq the newspaper editors of the co with the functions and purposes Code Administration.

Shafton Holds V.C. I

Edward Shafton will continu chairman of the Humanitarian Av Committee of Variety Clubs Int tional, it has been announced by national chief barker Edward E uel. Shafton, Omaha attorney, will serve as the organization's I national Fixer.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. I Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood B Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Burea Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

THE UNRIVALED HERO OF HEROES NOW READY TO PERFORM HEROIC FEATS AT YOUR BOXOFFICE!


BREATH-TAKING
COLOR
THE NEW, THE SPECTACULAR
TARZAN THE MAGNIFICENT

AUTHENTICALLY, THRILLINGLY FILMED IN THE SAVAGE HEARTLAND OF AFRICA WITH THE COOPERATION OF THE FIERCE MASAI AND KIKUYU TRIBES!

STARRING GORDON SCOTT · JOCK MAHONEY · BETTA ST. JOHN · Introducing GARY COCKRELL

PRODUCED BY SY WEINTRAUB · DIRECTED BY ROBERT DAY · SCREENPLAY BY BERNE GILER and ROBERT DAY

BASED UPON CHARACTERS CREATED BY EDGAR RICE BURROUGHS · A SY WEINTRAUB-HARVEY HAYUTIN Presentation · A PARAMOUNT RELEASE

COMING TO YOU IN JULY... PRIME ADVENTURE PLAYING TIME... FROM PARAMOUNT!

Reelect Kahane

(*Continued from page 1*)

were Valentine Davies, first vice-president; Wendell Corey, second vice-president; Hal Elias, secretary; Hal Mohr, assistant secretary; Fred Metzler, treasurer, and John Walberg, assistant treasurer.

This will be Kahane's second term as Academy president.

The board of governors consists of 26 elected members, two from each of the Academy's 13 branches.

SAG Board to Meet Monday on ATFP Pact

From THE DAILY Bureau

HOLLYWOOD, June 23. – The negotiating committee of the Screen Actors Guild has called special meeting of the organization's board of directors for Monday night to discuss the state of contract negotiations with the Association of Motion Picture Producers and the Alliance of Television Film Producers, covering actors in television entertainment films. The present contract expires at midnight, June 30.

Charge Producers Lack Sincerity

The guild's negotiating committee said its reason for requesting the special board meeting was to ask the board to consider membership action in the light of failure of the producers to indicate any keen interest in bringing negotiations to a conclusion.

Major issues in the dispute include a satisfactory pension and welfare plan, minimum wage rates, re-runs and the foreign market.

Gala Frisco Premiere For 'Subterraneans'

Special to THE DAILY

SAN FRANCISCO, June 23.—Three stars of MGM's "The Subterraneans": Janice Rule, George Peppard and Arte Johnson, together with producer Arthur Freed, were on hand tonight for the world premiere of the film at the Stage Door. It was typical of San Francisco first nighters to go black tie for the beatnik picture based on Jack Kerouac's novel of the same name and filmed on location in San Francisco in CinemaScope and color.

"The Subterraneans" also stars Leslie Caron and Roddy McDowell and features such prominent jazz musicians as Andre Previn, Gerry Mulligan and Shelley Manne, as well as singer Carmen McRae.

The film's engagement at the Stage Door is on a hard ticket schedule.

'Inherit' Junket Set

Some 50 top representatives of international radio, television, newspapers, magazines, wire service and syndicates will be airlifted from London to Berlin by United Artists Saturday to attend the Berlin Film Festival showing of Stanley Kramer's "Inherit the Wind." The junket is part of UA's advance campaign for the world premiere of "Inherit" at the Astoria Theatre, London, July 7.

Elmer Gantry

(CONTINUED FROM PAGE 1)

he has a gift for oratory and joins forces with an already established female evangelist. The latter is pert and pretty, and he eventually seduces her into a love affair between sermons. Their wealth and power over their followers is threatened by scandal when a prostitute frames Gantry into a compromising situation. The newspapers get the story and print it, but Gantry is saved when the girl repents and confesses the truth.

Then, just as in the book, Gantry loses his lady love when her tabernacle catches fire one night in the midst of a revival service. At the end—of the film, that is—he is alone and setting out to spread his particular version of the Gospel again. (The book recounted numerous further adventures not covered in the picture.)

Once the discussion starts about the picture among those who have seen it, emphasis will surely be placed on the brilliance and vitality with which it has been made in all respects. Working from his own script, Richard Brooks, the director, has done a superb job—especially in catching the mass hysteria of a revival meeting at its worst. Brooks has used color photography most effectively, subduing it for the most part throughout, and then employing it in big and splashy blotches for the burning of the tabernacle at the end.

AND THE ACTING is nothing short of inspired. Burt Lancaster has the manner of a fake religious zealot down to the last "Amen"; this is easily his best performance in years. As his cohort in religion, Jean Simmons certainly looks like an innocent flower and hints intriguingly at the serpent underneath. Shirley Jones, who usually plays nice girls, is surprisingly bold and brazen as the harlot; and Arthur Kennedy and Dean Jagger are fine respectively as a cynical newspaper reporter who covers the revival meetings and the right-hand man to Miss Simmons whom Lancaster replaces.

In another surprise casting singer Patti Page appears as the leader of the singing group which travels with the evangelists. The excellent supporting cast includes Edward Andrews, John McIntire, Joe Maross, Everett Glass, Michael Whalen and Hugh Marlowe. The picture was produced by Bernard Smith.

In releasing the picture United Artists is officially advising that exhibitors restrict attendance to patrons over 16. This is a good idea not only because of the possibility of misinterpretation of the religious satire but also on account of blunt dialogue involving sex.

If controversy can sell a picture again—as it has often done in the past —"Elmer Gantry" should be a terrific hit.

Running time, 145 minutes. Release, in July.

RICHARD GERTNER

Rubenstein Rites Held

Funeral services were held at the Riverside Memorial Chapel, Brooklyn, yesterday for Samuel Rubenstein, 68, who at the time of his retirement some years ago was vice-president of Lloyd's Film Storage. Previously he had been an employee of M-G-M and Universal. He is survived by his widow, a son, a brother and a daughter.

List Fellowship Formed

BOSTON, June 23.—The Albert A. List Research Fellowship of Massachusetts General Hospital here has been established through a gift of $200,000 from the Albert A. List Foundation. List is president and chairman of the board of the Glen Alden Corp., parent company of RKO Theatres.

'Apartment' Strong

HOLLYWOOD, June 23. – A box-official total of $3,866 was racked up on opening day at Grauman's Chinese Theatre here by Billy Wilder's "The Apartment," a figure that ran $500 ahead of the opener for "Some Like It Hot," last Wilder hit, the theatre reported. The $3,866 tally scored by the United Artists release was the high-water mark for the house in the last three years.

'Psycho' Reported Big In Three More Dates

Alfred Hitchcock's "Psycho," being presented on a "no one admitted after the start of a performance" policy, is following up its smash boxoffice pace at the DeMille and Baronet Theatres here with record openings in additional pre-release engagements in Chicago, Philadephia and Boston.

Opening in the latter three cities on Wednesday, the Paramount drama turned in $5,955 at the Woods Theatre, Chicago; $4,338 at the Arcadia, Philadelphia, and $3,586 at the Paramount, Boston.

Completing its first full week in New York on Wednesday "Psycho" grossed $67,750 in the opening session at two theatres. The DeMille's $47,459 and the Baronet's $20,291 set records for both houses.

USIA Told Document Bettered by Russians

From THE DAILY Bureau

WASHINGTON, June 23.—
controversy marked the hearing o
Motion Picture Service of the U.S
formation Agency before the S
Appropriations Subcommittee.
Dodd (D., Conn.) asserted tha
Russian documentary film of
shchev's visit to the U.S. was
effective than the one made by
U.S.I.A., and asked why this wa
The agency will respond in wr

Turner Shelton, director of the
tion Picture Service, submitte
statement asking that the $34
trimmed from motion picture fun
the House be restored. The
amount of $5,671,200 requeste
movies is needed, he said, "to
the minimum requirements for
programming of motion pictur
those areas where the opportu
and effectiveness of this mediu
fully recognized, namely Africa,
America and the Far East."

An additional 10 films could b
quired and produced if the full
are granted. It would also e
U.S.I.A. to buy more projectors
mobile units for use in Africa.

Archbishop O'Conn

(*Continued from page 1*)

cil. Archbishop O'Connor, rect
the North American College in
is the only non-cardinal to be n
as director of one of the 12 or
agencies created by Pope Jo
preparation for the ecumenical
cil.

The agencies, consisting of 10
missions and two secretariat, we
up early this month to study m
to be discussed at the council
pected to be convened in early
The Pope has already announce
the communications secretariat
"deal with questions touching
ern means of communicating i
He mentioned the press, radio, t
sion and movies.

Commission Now Permane

The United States prelate has
since 1954, on appointment by
XII, president of the Pontifical
mission for Motion Pictures, Radi
Television. The commission has
been given permanent status as a
fice of the Holy See and empow
to establish a film library at the
can.

At the same time he app
Archbishop O'Connor, Pope Jo
up an administrative secretari
care for organizational affairs o
council, and named Alberto Ca
di Jorio to direct it.

Krim Named Head

(*Continued from page 1*)

will include, as in the past, He
Zittau, vice-president and trea
W. Robert Rich, vice-president
general sales manager; Don Kl
station sales director; Frederic
Hyman, vice-president and secr
Herbert T. Schottenfeld, vice-
dent and counsel, and Norma
Katz, director of foreign operat

ame Mochrie

(*Continued from page* 1)

tion of "Ben-Hur." Prior to join-
M-G-M he was vice-president of
uel Goldwyn Prods., and for 10
prior to that he had been vice-
dent and general sales manager
KO Radio Pictures. He had joined
atter company in 1939 as southern
ict manager, served as eastern and
iern sales manager and general
manager before being named a
president. He also held manager-
osts with United Artists and War-
Brothers before joining RKO
o.

Started in Cleveland

ochrie entered the industry in
as a salesman for the old Pro-
rs Distributing Co. in the Cleve-
branch.

official explanation was given of
Byrne resignation but friends said
as been in ill health lately and
been hospitalized for brief inter-

m Stocks Praised

(*Continued from page* 1)

ngs statement but in the balance
. Many industrial companies
lain that the depreciation al-
d by the tax laws is insufficient to
the obsolescence of their plants.
ne motion picture industry, on
other hand, older films still in
itory have long ago been written
to $1, though some of them
a great value for re-release or
to television.

hus, the buyer of some of the
on picture stocks is buying real
. In a sense he is not completely
in to the business cycle. Should
narket resume its bearish trend,
issues, on the one hand, do not
or a weak public long interest.
ne other hand, they have market
ort from the repurchase and re-
ent of shares that occurs as as-
ire sold and bank balances built

nimum Wage Bill

(*Continued from page* 1)

led him to adjourn the commit-
last scheduled meeting without
g any action at all, met in rump
n under ranking member Pow-
D., N. Y.).

this meeting, it was planned to
to pass a resolution demanding
the wage bill be brought before
House under a seldom-used par-
ntary device, "Calendar Wednes-
This requires disposition of a
n a single day.

e 18 committee members believe
hairman Barden will not request
he rules committee schedule the
ire for floor debate in the normal
e and that the "Calendar
nesday" procedure is their only
rse if the House were to be given
pportunity to vote on the commit-
pproved bill.

ce the chairman of the commit-
id not preside at or authorize the
ng, there is some question of its
iety under the rules of the House.

REVIEW:

Murder, Inc.

20th-Fox—CinemaScope

THE DEPRESSION in the Thirties was tough on the nation at large, but for terrorized residents of the Brownsville section of Brooklyn the bad years were worsened immeasurably by "Murder, Inc.," a kill-crazy syndicate of criminals whose chief was the notorious Louis "Lepke" Bucholter. How he and a number of his underlings finally were done in by an assistant D. A. and a persevering cop is a bold story told by 20th Century-Fox in this film.

The picture fortunately is not replete with obvious morals. Instead, it is good, solid cops-and-robbers melodrama played well and directed with a firm hand by Burt Balaban and Stuart Rosenberg. The film was adapted from the book of the same name written by Sid Feder and Burton Turkus, the assistant D. A. who accomplished what practically was the impossible by sending "Lepke" to the chair.

Stuart Whitman and May Britt are the young couple who fall into the organization's trap. Whitman, who is being shylocked by Peter Falk, as Abe "Kid Twist" Reles, Brownsville's No. 1 butcher, agrees to finger Morey Amsterdam, a small-time thug, for the mob. Before he knows it Whitman is in too deep with the gangsters to get out.

Falk is rather an animal type and in due time he rapes Miss Britt. This act drives Whitman almost to insanity but he is afraid to touch Reles for fear "Lepke's" Brooklyn lieutenant will murder both husband and wife. Later, "Lepke" played by David J. Stewart, comes to live with Whitman and Miss Britt when the cops are looking for him. He does not understand the young woman but at least he does not touch her.

FINALLY, HEAT IS PUT on the mob by Henry Morgan, as Turkus, who is assisted to the hilt by Simon Oakland, the conscientious cop. "Lepke" is double-crossed by his own organization—he thought it had made a "fix" with the cops—and sent away for 30 years. At the end he is tried for murder and executed.

Things are getting hot for "Kid Twist," too. He makes a deal with Morgan and Oakland, ratting on his own criminal association in exchange for a lighter sentence. The police hide him out at Coney Island's Half Moon Hotel and the rest of the story has been told nearly every day for the past 20 years. Did Reles fall or was he pushed? Were the cops who were guarding him paid off, or why were all of them asleep when Reles took the fatal tumble?

Balaban and writers Irve Tunick & Mel Barr don't pussyfoot. They show that Reles was picked up and heaved out the window by a member of the mob, and their pens point to what must be regarded as gross negligence by the police. Miss Britt is murdered beneath the boardwalk and although Reles is dead Whitman now comes forward to expose "Murder, Inc."

David J. Stewart makes a thoroughly frightening "Lepke." Both he and Morgan underplay their roles nicely. The ferocious one is Falk, whose style is more than slightly reminiscent of Rod Steiger's in "On the Waterfront."

The picture is tightened by short narrative portions which tie Brooklyn events in with hoodlumism around the rest of the country. This is effective because it instructs but does not distract. Sarah Vaughn appears briefly as a Brooklyn night club singer.

Running time, 103 minutes. Release, in June.

SAUL OSTROVE

'World' Screenings Set

A series of national screenings for Irwin Allen's "The Lost World" will commence July 1 in 39 cities in the U.S. and Canada, for museums, science clubs, summer high school editors, city librarians, explorers' clubs, fiction writers and naturalist organizations, to be hosted by 20th-Fox regional advertising-publicity managers in each branch. The kick-off screenings will be held in New York, presided over by producer Allen, who will make personal addresses to each group.

Rogers Hospital

(*Continued from page* 1)

water Motel today by special buses from New York. They will come here tomorrow for the annual all-day inspection tour of hospital facilities; conferences with the hospital's medical staff and visits with patients of the institution.

They will return to Schroon Lake to spend the night and the hospital's annual board meeting will be held there Saturday morning, following which the group will return to New York.

Buffalo Drive

(*Continued from page* 1)

in the week by a suburban police officer who criticized certain drive-ins for showing the type of picture "which tends to excite young people and also gives them ideas in a place where there is little or no supervision and almost complete privacy." The officer, Det. Sgt. Harold J. Kuehlwind of the Cheektowaga police department, who specializes in youth problems, advocated a state law requiring drive-ins to have ushers patrolling vehicle areas during the show; more police patrol of the ramp area, and greater parental discretion about pictures children are permitted to attend.

He pointed out that although drive-ins are private property, they become public places if decency is outraged, or if a felony is committed. He made these statements in reply to questions submitted by the *Courier-Express*, which said it acted after receiving numerous complaints from parents.

Civic Organizations Concerned

Local organizations, such as the Riverside Lions and Kiwanis clubs and the diocesan schools, immediately joined the fight against certain drive-ins, as did a number of drive-in exhibitors themselves.

Some drive-in operators expressed bitterness when they were questioned. One said, "How would you you like to show a decent film and gross $1,500 in a week while the other guy was showing filth and making $11,000?" However, this exhibitor said he is determined to show films which are not deemed objectionable by the Legion of Decency. He said he would still stress family fare.

Clergymen in at least two Catholic parishes have complained about the nature of some "adult" pictures being shown in drive-ins around Cheektowaga. Their complaint was sparked by a picture dealing with nudism. A spokesman for the Council of Churches of Buffalo and Erie County said his organization was undecided on whether to make an inquiry into the drive-in problem.

'Chatterley' Edict Recalled

It is felt by many observers in this area that salacious films are flooding the drive-in market as a result of a U.S. Supreme Court ruling a year ago which permitted licensing of "Lady Chatterley's Lover." The ruling followed a State Education Department refusal to license the picture.

Some drive-in exhibitors have agreed to withdraw pictures which lately have been severely criticized. Others have remained silent on the problem, apparently being in no hurry to sacrifice the profits their controversial pictures earn.

Sidney Guest of Honor

MEXICO CITY, June 23. – George Sidney, producer-director, now in Mexico for the shooting of "Pepe," will be guest of honor here on Saturday at a reception tendered by Ed Kerner, manager of the Columbia Pictures office in Mexico City.

A
BILLY
"SOME LIKE IT HOT"
WILDER
PRODUCTION

BOXOFFICE-WISE...

"THE APARTMENT"

IS A RECORD-BREAKER!

10 regional premieres rack up over a quarter of a million dollars in the first week!

CRITIC-WISE...

IT'S A HISTORY-MAKER!

"Funniest movie made in Hollywood since 'Some Like it Hot'."—TIME

"Two of the most accomplished clowns in films, Shirley Maclaine and Jack Lemmon."—LIFE

"Billy Wilder (offers) a light touch, and a tender, bitter-sweet handling of two young people who 'get took' in the big city."—LOOK

"Establishes Billy Wilder and Jack Lemmon as the hottest combination in Hollywood!"—NEWSWEEK

HOLDOVER-WISE...

IT'S A HUNDRED-PERCENTER

"THE APARTMENT"

A MIRISCH COMPANY PRESENTATION STARRING

Jack Lemmon Shirley MacLaine Fred MacMurray

CO-STARRING **Ray Walston** AND **Edie Adams** WRITTEN BY BILLY WILDER AND I. A. L. DIAMOND

DIRECTED BY BILLY WILDER FILMED IN PANAVISION

THRU
UA

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

87, NO. 123 NEW YORK, U.S.A., MONDAY, JUNE 27, 1960 TEN CENTS

Coast Luncheon

ıurch Group, MPP Forge ɔodwill Link

ıtestant Unit's Advice ited; Film Code Lauded

From THE DAILY Bureau

)LLYWOOD, June 26. – An ex-
ge of goodwill representatives of
'ilm Commission of the National
cil of Churches of Christ, usual-
ferred to as the Protestant Film
ıcil, and motion picture execu-
representing the Association of
on Picture Producers, was ef-
d at a luncheon in the Beverly
Club on Friday, presided over
ishop Gerald Kennedy, chairman
ommission's West Coast commit-

neral discussions were held on
ecent report made by the council.

(*Continued on page* 8)

Sales Meet Opens San Francisco Today

Special to THE DAILY

ɪN FRANCISCO, June 26. – Uni-
l Pictures' four-day mid-summer
executives conference gets un-
ay at the Hotel Fairmont here
rrow with Henry H. "Hi" Mar-
vice-president and general sales
ıger presiding and with the com-
's top executives from New York
California participating. President
on R. Rackmil and vice-president
ıarge of production Edward Muhl
scheduled to address the sessions.
d A. Lipton, vice-president in
ge of advertising and publicity,
outline promotional plans on
ıcoming releases.
ttending from New York besides
tin will be F. J. A. McCarthy, as-
nt general sales manager and
es J. Jordan, circuit sales man-
.

'Fortune' Article Cites MCA Growth; Says Film Deals Extremely Valuable

MCA may make $50 millions on the sale of Paramount's pre-1948 film library, and its purchase of the Universal studio "may be even more valuable than that in the long run," Edward T. Thompson says in an article in the July issue of *Fortune* magazine.

Entitled "There's No Show Business Like MCA's Business," the article relates that "MCA's big parlay has been to work out from its base as the dominant talent agency to become the world's biggest producer and distributor of TV film series."

During the season just ended, MCA participated during a typical TV week in nine hours of CBS's prime time, 12½ on NBC, and 11½ on ABC, and that tabulation excludes the many MCA bands, writers, directors and

(*Continued on page* 8)

Fox Has Record Group Of Writers at Work

By SAMUEL D. BERNS

HOLLYWOOD, June 26. – The greatest collection of writers in the studio's history is at work at 20th Century-Fox, just two weeks after settlement of the lengthy writer's strike. Executive producer Buddy Adler announced that 25 of the top scenarists are at work on properties for the studio and said that more assignments would be announced in near future. In naming writers and their assignments, Adler pointed out

(*Continued on page* 8)

A.A. to Handle 3 from Major Productions, Inc.

Allied Artists has completed negotiations with Sam Schneider, president of Major Productions, Inc., for A.A. to distribute three feature productions: "Herod, the Great," "Caltiki, the Immortal Monster," and "The Unfaithfuls," it was disclosed on Fri-

(*Continued on page* 2)

WB Names Cohen Exec. Assistant to Lederer

Charles Cohen has been named executive assistant to Richard Lederer, Warner Brothers Pictures' advertising and publicity director.

Cohen, who joined Warners in 1957, moves up from Eastern advertising and publicity manager. Before joining the company, he served in promotional executive capacities at 20th Century-Fox, Allied Artists and Universal-International. Cohen entered the industry 25 years ago with Metro-Cold-wyn-Mayer.

REVIEW:

From the Terrace

20th-Fox—CinemaScope

WITH "PEYTON PLACE" Mark Robson, who directed, was instrumental in turning a bad novel into a first-rate piece of motion picture entertainment. Now he has performed the same task for a second-rate book by John O'Hara called "From the Terrace," which he also produced this time.

Add up the ingredients: a smoothly written screenplay by Ernest Lehman; an expensive production by 20th-Fox in CinemaScope and DeLuxe Color; strong acting performances from the popular Paul Newman and Joanne Woodward in leading roles; an exciting new face in the person of Ina Balin; and last, but far from least, the marvelously proficient direction

(*Continued on page* 8)

Annual Report

Drives Bring $637,065 For Hospital

$1,643,733 in Treasury As Of June 1, Directors Told

By CHARLES S. AARONSON

SARANAC LAKE, N.Y., June 26.—The Will Rogers Memorial Hospital showed a balance of $1,643,733.53 as of June 1, according to the annual treasurer's report presented to the board of the directors at the weekend.

Most of the money has been earmarked for construction and research funds or for investment in U.S. securities and savings and loan accounts. Cash on hand for operating expenses is $73,733.53. These figures were revealed following the annual

(*Continued on page* 2)

Walsh Named Chairman Of Rogers Hospital

Special to THE DAILY

SARANAC LAKE, N.Y., June 26.—Richard F. Walsh, president of IATSE, yesterday was elected chairman of the Will Rogers Memorial Hospital, succeeding the late Robert J. "Bob" O'Donnell.

Richard Walsh

Ned Depinet, vice - president of the entertainment industry's hospital, and fund - raising co - chairman, earlier had dedicated the new Will Rogers — R. J. O'Donnell Research Laboratories and told of plans to expand clinical and exploratory research.

These activities were among a

(*Continued on page* 2)

Salute to the Emmy Award Winners

PAGES 4-7

PERSONAL MENTION

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president, returned to New York over the weekend from Hollywood.

•

F. J. A. MCCARTHY, Universal assistant general sales manager, left New York at the weekend for the Coast.

•

DORE SCHARY, who returned to New York recently from Campobello Island, New Brunswick, Canada, has left here for Hollywood.

•

WILLIAM CASTLE, producer, has left Hollywood on a Coast-to-Coast tour in behalf of "13 Ghosts."

•

DAN FRANKEL, president of Zenith International Film Corp., returned to New York over the weekend from the Coast.

•

AARON ROSENBERG, producer, whose Arcola Productions will make the forthcoming "Mutiny on the Bounty," has returned to Hollywood from London.

U-I Compares 'Portrait' With 'Imitation,' 'Pillow'

Universal International's "Portrait in Black," Russ Hunter's newest production, opened last week at the Roosevelt Theatre, Chicago, to a gross which almost matched the all-time record opening set by "Imitation of Life" just over a year ago, U-I reported on Friday. The opening day figure was the second largest in the history of the theatre for a Universal film.

The distributor sees "Portrait in Black" as a worthy successor to "Imitation of Life" and "Pillow Talk," two of the biggest grossers of the past year.

check with.....
national screen service
for the best in SPECIAL TRAILERS

Walsh Named

(Continued from page 1)

score conducted from Thursday through Saturday here and at nearby Schroon Lake, where the board of directors held its annual meeting at Herman Robbins' Edgewater Motel. The directors were joined by nearly 100 amusement industry executives and members of the trade press who spent a good deal of their time here touring the hospital and listening to talks from resident physicians.

On both Thursday and Friday nights they were guests at the motel of Albert, Norman, and Burton Robbins, along with their father, Herman, who is president of National Screen Service.

Mo Silver Remembered

Sam Rosen, vice-president and associate treasurer of the foundation, Saturday dedicated a plaque to the late Mo Silver who for many years was national exhibitor chairman. Eugene Picker, vice-president and chairman of the finance committee, cited Harold Keeter as Will Rogers' No. One "Man of the Year" for his work as distributor chairman of the annual combined drives in the Charlotte area. Keeter received a golden miniature reproduction of the original Will Rogers, statue sculpted by Jo Davidson.

Speaking at the Clinic Friday were Dr. George E. Wilson, head of the hospital; Dr. Homer McCreery, medical chief; Dr. W. W. Woodruff, and Morris Dworski, director of the hospital's research laboratory. Dr. Edgar Mayer, chairman of the medical advisory board, cited plans to expand hospital facilities.

British Official on Dais

Other guests on the dais at Friday's luncheon were Sidney Markley; Sir Tom O'Brien, member of the British parliament; Sol Schwartz, Arthur Mayer and Sam Rinzler.

Abe Montague, president of the hospital, told his audience the development of a greater laboratory and bigger research program is the next step forward.

"The machinery for its accomplishment begins to roll right now—at this meeting. Our laboratories will be enlarged to more than three times their present area. The scope of the work is being broadened to encompass both clinical and exploratory research in the full field of pulmonary cardio-vascular diseases, thus becoming the first laboratories in the world to so function," Montague said.

15 Types Being Studied

The operations report revealed that the hospital now is studying 15 types of chest diseases, in addition to tuberculosis, and that the nursing staff is being enlarged.

The hospital had 43 discharges in the past year, mostly arrested TB cases, and 16 deaths. The average death rate per year has been four or five since 1949. It was explained, however, that the new program of accepting patients with various other chest ailments was in part responsible for the higher mortality rate.

Efforts to Advance House Pay-Floor Bill Continue

By E. H. KAHN

WASHINGTON, June 26. – Speaker Sam Rayburn (D., Tex.) on Friday turned back efforts of 18 liberal Democrats to force consideration of the minimum wage bill on July 6 under the "Calendar Wednesday" procedure. He ruled that resolutions passed by the group when it held a labor committee meeting without authority from Chairman Barden (D., N.C.) were invalid.

This effectively cancelled the work of the rump meeting.

Late Friday afternoon, however, chairman Barden unexpectedly called a special meeting of the Labor Committee for Wednesday at 11:00 A.M. This will give proponents of speedy action on the wage bill an opportunity to request that the committee resolve to call it up under the "Calendar Wednesday" procedure. Rep. Roosevelt (D., Calif.) told MOTION PICTURE DAILY this would by-pass the rules committee, whose chairman is believed hostile to the bill, but would necessitate that House action be completed in a single day.

It is thought likely that existence of the possibility that the "Calendar Wednesday" procedure may be used will be seized on by the rules committee as a reason for deferring action.

Funeral Services Held For John W. Alicoate

Scores of industryites attended funeral services on Friday for John W. Alicoate, publisher of "Film Daily" and "Radio and Television Daily," at St. Vincent Ferrer's Church in New York. The Rev. Joseph Strenkert, O. P. officiated. Alicoate died last Tuesday of a coronary thrombosis at the age of 70. Burial was at Gate of Heaven Cemetery, Valhalla, N. Y.

Industry Leaders Attend

Among those at the Requiem Mass, other than members of the family, were: John J. O'Connor, Silas F. Seadler, Sam Dembow, Jr., William A. Scully, Charles M. Reagan, William Brandt, Martin Levine, Martin Starr, Tom J. Connors, Claude Lee, Martin Quigley, Jr., James Cron, Chester Bahn, Donald Mersereau, Sherwin Kane, Raymond Gallagher, Leo Brady, Marvin Kirsch, John Cassidy, Louis Pelegrine, Emmet Keagan, Mandel Herbstman, Vincent Trotta.

Hospital Dri

(Continued from page 1)

directors' meeting held at n
Schroon Lake.

The combined drives cond
during the past fiscal year ending
1 brought $637,065.44 for the
tainment industry's hospital.
Christmas Salute recorded $127,6
and the audience collection
374.62. Other drives brought
236.21. Income from investment
surance refunds and miscella
sums carried the receipts to
979.44.

From the balance on hand,
000 will go toward the constru
fund and $300,000 to the res
fund. The $1,643,733.53 balanc
sulted from subtracting total ho
expenses over an 11-year period
028,227.21) from total receipts d
the same period ($4,671,960.74).

Eugene Picker, chairman of
hospital's fund-raising and fi
committee in New York, reported
3,722 theatres participated in the
Audience Collection, a slight rise
1958. Theatres raised an avera
$138.01 each, approximately 9
cent of the pledged count.

Four circuits—Loew's Theatres
bian-Rosen Theatres, including
ley Warner and Cinerama; A
and RKO Theatres—again proc
about half of funds taken in fo
Christmas Salute and almost
thirds of the Audience Coll
Unit.

A.A. to Handle 3

(Continued from page 1)

day by Steve Broidy, Allied
president. All three pictures are s
uled for late fall release and w
given hard hitting exploitation
advertising campaigns.

"Herod, the Great," filmed in
mancolor and Totalscope, is bas
the Biblical figure and stars Ed
Purdom and Silvia Lopez, pro
by W. Tourjansky and directe
Arnaldo Genoino.

Gina Lollobrigida, May Britt
Pierre Cressoy are the stars of
Unfaithful" produced by
Ponti and Dino De Laurentiis
directed by Steno e Monicelli.

"Caltiki, the Immortal Monste
a "shocker" with John Merrivale
Sullivan and Gerald Herter st
Director of this Climax-Galatea
duction is Robert Hampton.

'Bells' $25,969 at M

"Bells Are Ringing" opened
Radio City Music Hall here on T
day to a box-office gross of $25,9
is reported by M-G-M, which
that the figure is the highest fo
opening day of an M-G-M film
theatre, with the exception of
that opened at the height of th
gust tourist season.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V.
Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood B
Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bure
Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7
Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

ENT TALK

ariety Club News

SHINGTON—Tent No. 11 has uled its annual golf tournament linner dance for Sept. 16 at the mont Country Club. Co-chair- are: Sam Galanty, George A. h, and Albert W. Lewitt. functionaries include Sid Zins, d P. Price, Roger Squitero, Tom , Herbert Sauber, George Na- Ross S. Wheeler and Harry n.

Tent's ways and means com- 's co-chairman, Joseph M. Za- i, Ross S. Wheeler and John G. nas, have set up the cars and ' prizes for the 1960 Welfare ds Drive, which will get under n August.

△

TROIT—The barkers of Tent have confirmed a decision of the of directors to proceed with ising of funds for the clinic of ariety Growth and Development r, to be housed in the Children's tal of Michigan. A minimum of 00 annually was voted, of which 00 already has been received by rganization.

ntry,"Studs,"James' Legion Class B

ree films were placed in Class B; n Class A, Section II; two in A. Section III; and one in Class ection I by the Legion of De- this week.

Class B (morally objectionable rt for all) are "Elmer Gantry," ls Lonigan," and "Young Jesse s."

"Gantry" the Legion said: "This undertakes to examine certain of Revivalism and, at the same to expose some Revivalists whose ict makes a mockery of the tradi- beliefs and practices of organ- Christianity. Nevertheless, this tment fails in its purpose because developed in a negative atmos- which does not clearly distin- between true and sincere reli- sts and those who would exploit mmercial reasons the faith of the le. Moreover, the film is objec- ble by reason of suggestiveness in ming, dialogue and situations."

Sees Criminal 'Glamorized'

e objection to "Studs Lonigan" is ntroduction of suggestive episodes the development of a legitimate e (which) tends to vitiate the posi- value of the film." On "James"; it ls to glamorize a criminal char- sadistic sequencies."

Class A, Section I is "Battle in r Space"; Class A, Section II: the Young Men," "Bells Are Ring- "House of Usher," "Ice Palace," "Tarzan, the Magnificent." In A, Section III: "Nude in a White and "Portrait in Black."

Zeckendorf's Show Business Deals Clouded in Doubt, Says 'Fortune'

William Zeckendorf, real estate entrepreneur, who has rights to conclude a $60 million deal for the 20th Century-Fox studio property and recently paid Rockefeller Center $5 million for the Roxy Theatre, New York, must operate more conventionally in the future than he has in the past or face a grave fiscal crisis, Gilbert Burck asserts in an article in the July *Fortune* magazine.

Burck's article is entitled, "Man in a $100 Million Jam." It states that "The most daring risk-taker in one of the riskiest of businesses has got himself into 'difficulties' that would overwhelm almost anyone else. He knows what he should do. But can he do it?"

Zeckendorf's firm, Webb & Knapp, is described as the "biggest and most ambitious dealer in real property in U.S. history, controlling more than $300 million in assets and more than $500 million worth of construction planned or under way."

Yet the company lost $9,700,000 before tax credit in 1958 and made only a little in 1959.

Short Term Debt Cited

"Owing to Zeckendorf's headlong expansion," *Fortune* says, "his short term debt at the end of 1959 amounted to $104 million, or around 40 per cent of his total liabilities, and his year's interest on payments and other liabilities connected with the short term debt alone came to a staggering $10,700,000.

"The big trouble is that he is a creative artist who gets more of a kick out of making heroically complex deals that may pay off handsomely tomorrow than he does out of making millions of routine dollars today," *Fortune* says.

After Zeckendorf paid 20th-Fox $2,500,000 as a binder for the close to $60 million studio deal, plus $1,000 daily for more than three months in consideration for extensions of the secondary financial stage, he sold his purchase option to another real estate operator, Marvin Kratter. The latter negotiated an agreement to pay 20th-Fox $43 million cash for the studio property, instead of the $57 million, 10-year deal Zeckendorf had. Kratter relinquished it because of what he termed "technical problems."

Now Wants Cash Terms

The deal now is back in Zeckendorf's hands and he wants the Kratter cash terms rather than his original time deal. The 20th-Fox board is to act on this. Otherwise, *Fortune* says, "Zeckendorf has until Aug. 1 to raise the money to close the deal."

If he is granted the alternative of buying the property outright for $43 million cash, "where would he get it?" *Fortune* asks.

"A cash deal, if approved by its stockholders, would bind 20th-Fox to rent the 75 acres with the studios for 50 years at $1,500,000 a year, and Zeckendorf says he can sell this lease for perhaps $23 million. The rest of the money, he says blithely, he will have no trouble at all finding someplace."

Zeckendorf's ultimate plan is to build a $500 million Century City project on the studio property. The Roxy Theatre, he plans to tear down and add the space to his Taft Hotel. of which it is an integral part.

Fortune calls the 20th-Fox deal "one of the toughest Zeckendorf has ever scrawled his signature on. Other financiers, as a matter of fact, had considered the project but had wanted no part of it.

"It's a race between payments to (Spyros) Skouras and recession," says one observer. "It takes more courage than we'd have."

It also states that "Prudential (Insurance Co.) was dubious about financing the project" that Zeckendorf negotiated originally, which led to Kratter's entry.

'Nurse' Reported Strong

"Carry On, Nurse," says Dave Emanual, president of Governor Films, the distributor, is playing to capacity business in all situations. The film now is in its fifth month at the Crest Theatre, Los Angeles, and is starting its third month in Chicago, having moved from the Esquire to the Surf Theatre there. It is starting its second month at the World Theatre, Minneapolis; the Village Theatre, Dallas, and the Shady Oak in St. Louis.

Film Dividends Show Advances for May

From THE DAILY Bureau

WASHINGTON, June 26. — Publicly reported cash dividends of motion picture companies totaled $1,589,000 in May, up more than $500,000 from the preceding month, and $278,000 higher than in May, 1959. For the year's first five months, film companies paid out $8,668,100 compared with $9,203,000 during the comparable period of 1959.

Anti-Obscenity Group Asked in Senate Bill

From THE DAILY Bureau

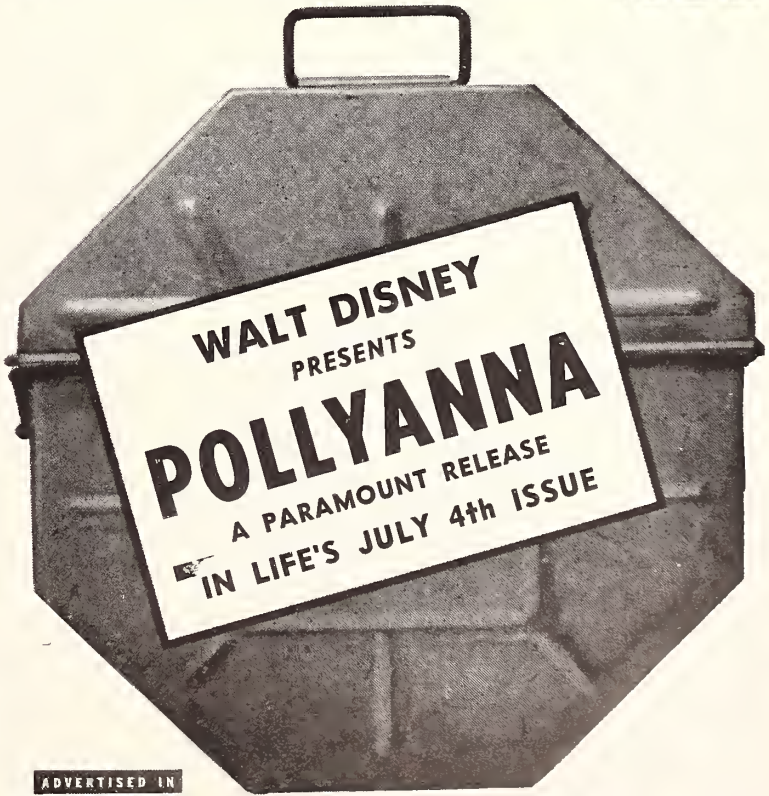
WASHINGTON, June 26. — A bill to create an anti-obscenity commission has been introduced by Senators Mundt (R., S. D.) and Scott (R., Pa.) co-sponsored by a total of 26 other Senators.

The bill declares the suppression of the traffic in obscenity to be the policy of the U.S., and calls for coordination of efforts to do this at all levels of government.

Jack Arnold to CBS

Jack Arnold, motion picture and television producer-director, will join CBS-TV as producer-director, concentrating on the development of new network properties and handling production assignments on network film series.

THE BIG ONES ARE ADVERTISED IN LIFE



ADVERTISED IN LIFE THE BIG ONE IN MOVIE SELLING

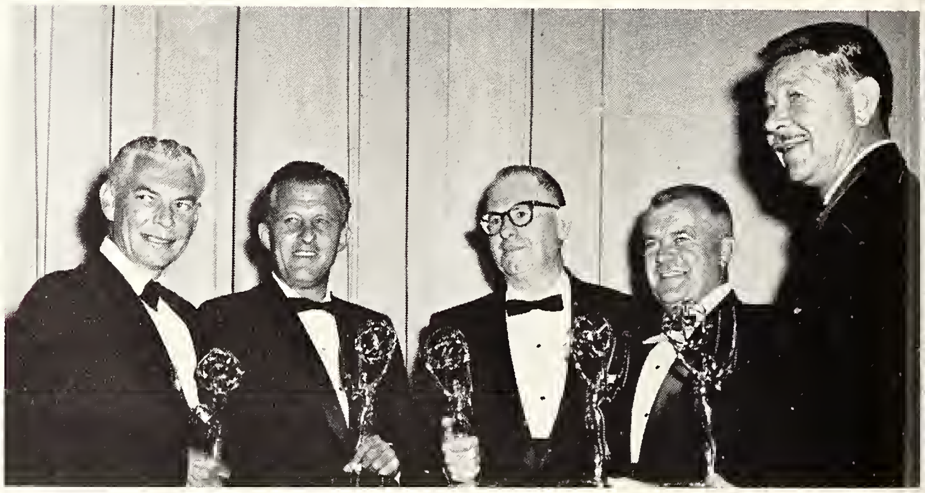
Happy Emmy Award Winners

The hour and a half program of the Academy of Television Arts and Sciences originating in New York and Hollywood Monday night earned the praise of the critics for its dignity and showmanship. Some of the winners are pictured here.

Joe Barbera and Bill Hanna beam at their award for "Huckleberry Hound" syndicated show, honored as the standing children's program.

Art Carney, above, won for the Art Carney Special "VIP" over NBC in December.

Harry Belafonte, left, won his Emmy for outstanding pe formance in a variety or musical program or series. It wa his "Tonight with Belafonte" show on the Revlon Revu over CBS last December which won.



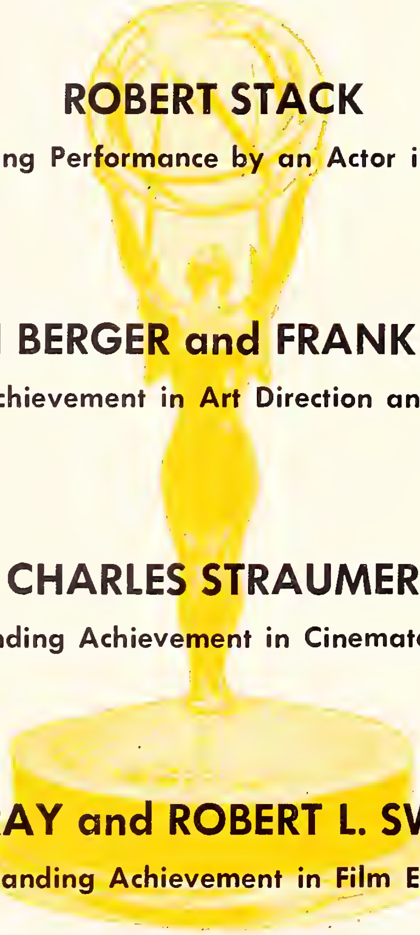
The "Untouchables" show swept the Awards. Above are Ben H. Ray and Robert L. Swanson, who won the film editing Emmy; Ralph Berger and Frank Smith who won for art direction and scenic design; and Charles Straumer, cinematography.

Rod Serling, left, was honored for outstanding writing achievement on "Twilight Zone."

Robert Stack, winner for best actor in a series for his work in the "Untouchables" and Jane Wyatt, right, who won her third Emmy for the "Father Knows Best Series."

Desilu Productions

proudly congratulates



ROBERT STACK

Outstanding Performance by an Actor in a Series

RALPH BERGER and FRANK SMITH

Outstanding Achievement in Art Direction and Scenic Design

CHARLES STRAUMER

Outstanding Achievement in Cinematography

BEN H. RAY and ROBERT L. SWANSON

Outstanding Achievement in Film Editing

"THE UNTOUCHABLES"

Emmy Show Succeeds in Being 'Different

By SAUL OSTROVE

The Emmy awards show presented over NBC-TV last Monday tried hard to be different and succeeded in several respects. The program conceded what probably was a large segment of its prospective audience for the first 30 minutes to radio, of all media, for competing with Emmy for time and affection were Floyd and Ingemar on ABC. But the quick knockout helped the National Academy of Television Arts and Sciences almost as much as it helped Patterson.

Big names, but not the biggest, helped the show along its 90-minute course. The biggest name performers, such as Ingrid Bergman and Laurence Olivier, were among the Emmy winners, but they were not present to receive the statuettes.

Most of the winners turned up in Hollywood, or NBC's studio in Burbank. Fred Astaire, his usual charming, gracious self, proved once again that wit, intelligence and under-exposure boost a man's estate in video. Astaire was West Coast anchor man.

The New York end of the show originated at the Ziegfeld Theatre and there Arthur Godfrey was master of ceremonies.

For the first time in 12 years the Academy dispensed with sealed envelopes containing names of winners in all categories. Instead, a small, hand-operated screen called a "crawl," was used. It was a black affair, about the size of a home TV screen, and looked like a slate. Names of nominees were listed horizontally as the emcees rolled the screen, and at the bottom appeared the winner's name.

This arrangement drained some of the suspense from the presentations, not that the Academy did not try hard to do something new. Next year perhaps Emmy herself will suggest another means of presentation.

Those "damn commercials" did it again. They seemed to be here, there and everywhere for 90 minutes, and the same man, Nelson Case, appeared in most of them. He was exposed during the course of the evening as much as Emmy. But in the Academy's favor no genius has yet come forth with a plan to acquire sponsors' money without being required to advertise the sponsors' product.

Emmy was more compatible with Oscar this year because she was presented only 23 times, quite a reduction from last year. Most of the awards received a favorable response from studio audiences, especially the one Rod Serling won for his writing of "various episodes" of "Twilight Zone," a CBS weekly series. Serling had a rooting section of his own.

On the subject of guest stars, it was a dual question: who appeared and who was supposed to appear but did not.

Far and away the evening's outstanding performer was comedian Newhart, whose monologues kept show alive and tightened at p throughout. Joe Flynn was anc winner. It was his job to hand Emmys to other guests, who in presented them to the winners. made the most of each situation.

Other TV personalities who peared were Dayton Allen, Cl Connors, Jackie Cooper, Pat Har ton, Jr., Walter Cronkite, Mal Jackson, Bill Dana, Lawrence W Don Knotts and Dinah Shore.

And Astaire showed what a sport he was when he stood by w the prize for outstanding perform a musical performance or series to Harry Belafonte. He said he glad Belafonte had won it.

Robert Stack, cited for his rol leader of "The Untouchables" (AB seemed most eager as he trotted o the stage. Thanks to Stack and Untouchables," ABC managed to two Emmys, falling far behind (13 awards) and NBC (six Emm Last year NBC took 29 to 14 for and two for ABC.

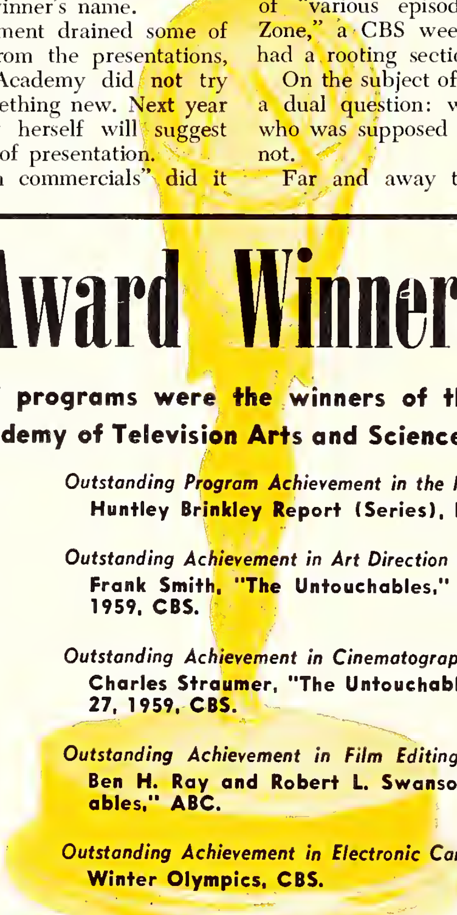
No Horse Opera

Missing entirely this year, for first time in many seasons, was a ner among the Westerns. Not a si sound from a six-shooter was h in the 90 minutes. The 6,000 v ditched the wide open spaces in f of gunplay during Prohibition "The Untouchables."

The men behind Jack Benny cleaned up. The award for con writing went to the violinist's writers, Sam Perrin, George Ba Al Gordon and Hal Goldman. Na top director of a comedy was R Levy for Benny's specials.

A former "second banana" moved to the front rank a few sea ago was honored—Art Carney, while No. 2 man to Jackie Glea winning the top comedy award his special "VIP," produced NBC.

The Emmy Award Winners



The following personalities and programs were the winners of the annual Emmy Awards of the Academy of Television Arts and Sciences.

Outstanding Single Performance by an Actor
Laurence Olivier — "The Moon and Sixpence," NBC, Oct. 30, 1959.

Outstanding Single Performance by an Actress
Ingrid Bergman, "The Turn of the Screw," Ford Startime, NBC, Oct. 20, 1959.

Outstanding Program Achievement in the Field of Humor
Art Carney Special — VIP — NBC, Dec. 4, 1959.

Outstanding Performance in a Variety or Musical Program or Series
Harry Belafonte, "Tonight with Belafonte," Revlon Revue, CBS, Dec. 10, 1959.

Outstanding Achievement in the Field of Music
Leonard Bernstein and the N. Y. Philharmonic series, CBS.

Outstanding Performance by an Actor in a Series
Robert Stack, "The Untouchables," ABC.

Outstanding Performance by an Actress in a Series
Jane Wyatt, "Father Knows Best," CBS.

Outstanding Program Achievement in the Field of Children's Programming
"Huckleberry Hound" (Series) Syndication.

Outstanding Program Achievement in the Field of Public Affairs and Education
"Twentieth Century" (Series) CBS.

Outstanding Writing Achievement in Drama
Rod Serling, "Twilight Zone," CBS.

Outstanding Writing Achievement in Comedy
Al Gordon and Hal Goldman, "Jack Benny Show," CBS.

Outstanding Program Achievement in the Field of News
Huntley Brinkley Report (Series), NBC.

Outstanding Achievement in Art Direction and Scenic Design
Frank Smith, "The Untouchables," April 20 and 27, 1959, CBS.

Outstanding Achievement in Cinematography for Television
Charles Straumer, "The Untouchables," April 20 and 27, 1959, CBS.

Outstanding Achievement in Film Editing
Ben H. Ray and Robert L. Swanson, "The Untouchables," ABC.

Outstanding Achievement in Electronic Camera Work
Winter Olympics, CBS.

Best Engineering or Technical Achievement
The new General Electric supersensitive camera tube permitting color-casting in no more light than is needed for black and white.

Outstanding Writing Achievement in the Documentary Field
Howard K. Smith and Av Weston, "The Population Explosion," Nov. 11, 1959, CBS.

Outstanding Program Achievement in the Field of Variety
"Fabulous Fifties," Jan. 31, 1960, CBS.

Outstanding Directorial Achievement in Drama
Robert Mulligan, "The Moon and Sixpence," Oct. 30, 1959, NBC.

Outstanding Directorial Achievement in Comedy
Ralph Levy, Jack Benny Hour, specials, CBS.

Outstanding Program Achievement in the Field of Drama
"Playhouse 90" (Series) CBS.

THE TRUSTEES AWARD
Dr. Frank Stanton, president of CBS, for outstanding service to television.

A Letter To The Lady of Television

Hollywood, June 26

Emmy:

eryone here seemed to be in agreement that your Big Night Monday was vent that will be remembered for its home-like quality—unquestionably est of the awards presentations to date. Due credit for this should be given Finkel, executive producer of the , who planned the presentation this uppermost thought: "TV be- to TV, and the home audience not be subjected to a concept would put them in a night club, nd the dais, or in the hackneyed ion of waiting for an envelope opened.

e coordination between East and was delightful, with Fred re's friendly, ingratiating manner g the warmth and dignity of er of ceremonies with Arthur rey. And, how about that Joe n's easy humor rubbing off his l Show appearances onto his job ustodian of your golden chassis? d, Emmy, like so many other nalities that have found favor in medium, this year will be remembered as the one in which you duced satirist Bob Newhart as a new discovery. We're sorry the ras weren't focused on the front group of celebrities to get the ious reaction shots of Danny mas, Desi Arnaz, Walter Brennan, and Alexis Stevens and Bill er as they practically rolled out eir seats to Newhart's impersona- of a TV director rehearsing Khru- ev's arrival in Washington. New- a newcomer to show business with a Warner Bros. record album of patter titled "Button Down Mind," and a brief appearance on the Paar program, had a dozen big-time offers tossed at him right after the show.

Desi was a most happy fella at the sweeping results earned by "The Untouchables." So happy, that he gifted Bob Stack with an $11,000 Mercedes 300, which he had parked outside the NBC artists entrance in Burbank as a surprise if Bob won in his category.

And speaking of "untouchables," there were five other guys who were up in the clouds for recognition of their achievement on this hot series: Cameraman Charles Straumer. Art directors Ralph Berger and Frank Smith, Film Editors Ben Ray and Robert Swanson.

This is also the first time a syndicated show ever won an Emmy, which made those "Huckleberry Hounds" Hanna and Barbera, (alumni of MGM Cartoons), very proud.

Jack Benny's infectious grin was one of delight for his comedy writers, and directors Bud Yorkin and Ralph Levy who won honors.

All in all, it was a show that all of the Academy members from Coast to Coast can well be proud.

—Samuel D. Berns

Have A Happy—

Carol Reed

Our Sincere Thanks

to the Members of the Academy of Television Arts & Sciences

and to the Guys who made it possible . . .

AL CAPONE, DUTCH SCHULTZ, JAKE LINGLE, BUGS MORAN,
MA BARKER AND HER BOYS—
AND DESILU

RALPH BERGER and FRANK SMITH
Outstanding Achievement in Art Direction and Scenic Design

CHARLES STRAUMER
Outstanding Achievement in Cinematography

BEN H. RAY and ROBERT L. SWANSON
Outstanding Achievement in Film Editing

"UNTOUCHABLES"

Fox Writers

(*Continued from page* 1)

that 20th has drafted a lineup of product that will insure continuing production for the next 18 months, including the starting of three Todd-AO features in the last five months of 1960:— "Cleopatra," with Walter Wanger, producer, Rouben Mamoulian, director, and starring Elizabeth Taylor, in July; George Stevens' "The Greatest Story Ever Told" in October, and "State Fair" in December.

Added to 14 writers who returned the day after the strike ended were an additional 11 writers reporting in last week. These include:

Samuel Crafton scripting a sequel to "Blue Denim" for producer Charles Brackett; Robert Thompson doing an original screenplay based on the life of Olympic figure skating champion Carol Heiss; Lawrence Durrell planning "Cleopatra" for producer Walter Wanger; Luther Davis writing "The Instant Prince" for Charles Brackett; Jamison Brewer writing "The Schook," comedy for Noonan and Marshall; Jesse Lasky, Jr., and Pat Silver, "The Wizard of Baghdad" for producer Sam Katzman; Oscar Millard, "The King Must Die" for Samuel G. Engel; Ted Sheredman, "Misty of Chincoteague" for Robert Dadnitz; Robert Anderson, "The Night They Burned the Mountain" for Martin Manulis and Ivan Moffitt for George Stevens' "The Greatest Story Ever Told."

Church Council

(*Continued from page* 1)

with requests made by the producers for "specifics" as a guide on future production. Expression of respect and observation for the industry's Production Code was voiced by AMPP representatives, with an invitation to the council to point out where any abuses were being made.

Indications were made that future meetings would be held to discuss picture problems.

Among those attending the council's luncheon were Eric Johnston, Geoffrey Shurlock, Ken Clark, Clarke Wales, Y. Frank Freemen, Jack Karp, Samuel Briskin, B. B. Kahane, Bill Anderson, Robert Blumofe, Max Youngstein, Walter MacEwen, Frank McCarthy, Ray Klune, Steve Broidy, William Goetz, William Gordon, John Ford, Richard Brooks and George Stevens.

See Favorable Report On Enemy-Assets Bill

From THE DAILY Bureau

WASHINGTON, June 26. — The Senate Judiciary Committee is expected to report favorably a bill dealing with the disposition of enemy assets taken over by the government as a result of World War II. It is thought likely that the measure will make no provision for the sale to U.S. citizens of General Aniline & Film. Senator Keating (R., N.Y.) has urged this, with provision for sequestration of the proceeds until litigation has been settled.

From the Terrace

(CONTINUED FROM PAGE 1)

of Robson, who knows how to draw all the dramatic values out of a scene —and then some.

The end result is an exceptionally entertaining picture which—without any question—will be one of the top grossers of the present summer season.

To tell the truth, it begins in a dull and ordinary fashion. As Newman comes home to Pennsylvania from World War II to find his mother an alcoholic (played in maudlin fashion by Myrna Loy) and his father (overplayed by Leon Ames) as distant and overbearing as ever, it starts to look as if the audience is in for a sudsy evening.

Then something magical happens. Miss Woodward arrives on the scene as a spoiled society girl who gets a yen for Newman and throws over her rich fiance in favor of wedding a man without money or background. Suddenly "From the Terrace" acquires a point of view; it starts to depict the slow dissolution of a marriage over the years through misunderstanding and neglect. (In depicting marital infidelities, incidentally, the picture is extremely frank in both situation and dialogue.)

Miss Woodward and Newman, who are also married in real life, reveal the stages in the disintegration of this relationship with consummate craftsmanship. Watch, for insance, how Miss Woodward subtly changes in the film from a love-struck girl mad about her husband to a cold harridan who flaunts her numerous infidelities in his face. This is superior acting in which a role is built from beginning to end as if the players were performing on a real stage before your eyes. It is a pleasure to watch such talent at work!

Then something equally exciting occurs. A new actress comes into the picture and turns out to be so good she not only stands up to the stars but almost steals the film away. Her name is Ina Balin, and she is quite a beauty (somewhat reminiscent of Cyd Charisse or Sophia Loren) with black tresses and limpid eyes.

She plays a lonely, small-town girl who meets Newman after he has become financially successful and is losing contact with his wife. Miss Balin and Newman are drawn to each other in their loneliness; and their love scenes together, which are most tenderly played, give the film a poignant emotional quality it has not had up until then.

The ending comes as something of a "twist" that will be damned by some as unrealistic and lauded by others as a romantic gesture *par excellence*. Newman, who has struggled all through the film to get to the top in his financial firm, is finally offered a partnership in the company with the proviso that he not divorce his wife for Miss Balin and thereby become embroiled in a tabloid scandal. At the last minute—in a dramatic board room meeting—he renounces his job and runs off to join Miss Balin, barely taking time to tell Miss Woodward he is going to leave her for good.

In other words "From the Terrace" just goes to prove an old O'Hara truism once more: the achievement of wealth and position does not necessarily bring happiness. Who can argue with that?

Running time, 144 minutes. Release, in July.

Richard Gertner

Joanne Woodward and Paul Newman in a scene from "On the Terrace"

MCA Growt

(*Continued from page* 1)

producers on other network sh during a typical week.

It had 16 important TV series g during the past season, eight of w regularly starred artists who are M clients. MCA's take from these sh for the past season alone was sai be "at least $20 million."

'The Octopus'

Known, according to *Fortune* The Octopus in Hollywood, MC regarded as the leading employe show business talent, as well as leading agent for such talent. In dual role, Thompson writes, "it c hires its own clients, a practice is considered unethical by practic everyone else in the entertainmen dustry and that has provoked s interest at the Department of Just MCA represents probably 60 per of the motion picture industry's "b able talent," *Fortune* reports. Th talent whose names alone are quate security for a bank loan to n a picture.

Jules Stein, chairman, and Wasserman, president of MCA, steered the company through its y of successful expansion. Robert jamin, chairman of United Artist quoted by Thompson as saying, " is one of the two or three sma men in the industry. He could run company in the U.S. I wish he president of UA."

Cites Offers to Wasserman

The article states that Wasser has had a "number of attractive of including the presidency of M Goldwyn-Mayer."

MCA paid $10 million cash for Paramount pre-'48 library, and ga note for $25 million more to be pai annual installments of about $2 lion over 12 years, *Fortune* says addition, it agreed to pay up to other $15 million if proceeds rental agreements made prior to exceeded $51,250,000. MCA has ready sold some or all of the film at least 80 of the 100 major U.S. markets for a total of about $60 lion, the money to be paid as the are actually shown.

"By the time MCA gets to the maining domestic markets and the tapped foreign markets, its cont seem sure to top $100 milli Thompson concludes.

Calls the Lot 'A Gold Mine'

MCA paid $11,250,000 cash for Universal studio, and the latter to 10-year lease for a minimum of million a year for its production quirements. "The lot is a gold r for MCA," the article says, "and land is almost certain to be w more than the purchase price sin as real estate."

The article notes a Hollywood mor that MCA may go into theat film production, but feels "the are slim" that it will do so, "at l very soon."

Thompson concludes: "A good would be that he (Wasserman) ha eye on pay television."

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 87, NO. 124 NEW YORK, U.S.A., TUESDAY, JUNE 28, 1960 TEN CENTS

nual Meet

et $1 Million 0 Goal for .R. Hospital

ht Directors Added; cers Are Reelected

y CHARLES S. AARONSON

(Pictures on page 3)

goal of $1,000,000 has been set ne fund-raising campaign for the Rogers Memorial Hospital and arch Laboratories this year. This determined at the annual meeting e board of directors of the hospi- ast weekend at Herman Robbins' water Motel at Schroon Lake, . The meeting also saw additions to the board and the slate of rs headed by A. Montague, cted.

ne board sought to increase efforts ehalf of the Christmas Salute and

(*Continued on page* 3)

0 Post–'48s Now ailable to TV

nited Artists Associated has been ing 410 post-1948 features to tele- n stations for some time, includ- product from such major studios Varner Bros., RKO, Universal-In- ational, London Films, and Alex- r Korda. Involved also are sev- top pictures which were dis- ted by U.A.

ne high number of post-'48s avail- to TV was revealed by Bob Rich, president and general sales man- of UAA, who said the "recurring

(*Continued on page* 8)

Regulation of Webs, ys House, by 101-16

From THE DAILY Bureau

ASHINGTON, June 27. – The se, by a standing vote of 101 to rejected a plan by Rep. Bennett Mich.) to subject networks to lation. A roll call on this point be taken Wednesday, but reversal elieved unlikely.

EVISION TODAY—page 6

Fox to Spend $20,000,000 On Production in Britain

By PETER BURNUP

LONDON, June 27.–Twentieth Century-Fox has plans to spend $20,000,000 on production in Britain, Sypros Skouras, president, said in a press conference here today.

Sypros Skouras

In answer to a question Skouras said the English commitment does not entail a cutback in the investment of the company in Hollywood. He described it rather as an "extension of the Hollywood schedule which is already fixed."

Skouras paid tribute to the talent of British producers and actors and indicated he was especially pleased with "The Inn of the Sixth Happiness," "Sink the Bismarck," and "Sons and Lovers," all of which Fox made here. The last-named film, while not yet shown in America, is already a big hit in Britain.

At the same time Skouras revealed that 20th-Fox will produce top pictures in Italy and Greece. In connection with the latter he mentioned the Rudolph Mate production, "The

(*Continued on page* 2)

Papers Refuse Film Ads; It Sets Gross Record

Special to THE DAILY

BOSTON, Jue 27.–The only two newspapers in the Providence area, the *Providence Bulletin-Journal* and the *Pawtucket Times*, each under separate ownership, refused to accept advertising on Allied Artists' "I Passed for White" at the Shipyard Drive-In, Providence, owned by Rifkin Theatres of Boston. Despite this edict, the theatre management went all out

(*Continued on page* 7)

See Big Attendance At TOA's Convention

Special to THE DAILY

SAN FRANCISCO, June 27.–Plans for working up a strong registration for the 13th annual convention of Theatre Owners of America in Los Angeles Sept. 13 to 16 were discussed at a meeting here at the weekend in the Clift Hotel.

Roy Cooper, TOA executive com-

(*Continued on page* 7)

Theatres' Exemption from Wage Bill Backed in Senate Labor Unit Report

By E. H. KAHN

WASHINGTON, June 27.–Motion picture exhibition is described as a "sorely troubled industry" in the Senate Labor Committee's report on its minimum wage proposals, filed by Senator Morse (D., Ore.).

The report points out that though the $1 million cut-off proposed for other retail establishments would apply only to larger exhibitors, it asserts that, in the circumstances, it seems inappropriate to impose the pay floor on any segment of the industry. The bill exempts theatres from the minimum wage law.

Commenting on the general course of exhibition, the report states that it has suffered "a serious decline in the last 13 years, inversely with the growth of the television industry. Future prospects for the industry are not bright; even in the last few years the drop in the number of theatres and in annual receipts has been drastic. For example, between the 1954 and the 1958 census, approximately 3,000 theatres went out of business; this was an 18 per cent contraction of the industry. At the same time, total receipts fell even more, by 21 per cent."

"This indicates that those theatres remaining in business are not doing well. All of this has taken place at a time when other industries in the retail and service trades have enjoyed

(*Continued on page* 7)

Para. Stock Up

Para. Unit in Ampex Stock Exchange Deal

Largest Stockholder Would Be Telemeter Magnetics

Telemeter Magnetics, Inc., in which Paramount Pictures has a 78 per cent interest, has reached a preliminary agreement to acquire a substantial interest in Ampex, a pioneer in the magnetic tape field and one of the principal manufacturers of both audio and video tape recording and reproducing equipment.

The deal will be acted upon by the Paramount board of directors some time next week and by the Ampex board at about the same time. It must be approved by stockholders of both companies and special meetings for that purpose will be called, probably for some time in August.

Pending finalization of the deal, company officials declined to divulge details. However, reports in the financial

(*Continued on page* 8)

Three Events Mark Advance 'Wind' Drive

In a trans-Atlantic telephone interview from London, producer-director Stanley Kramer told an industry press conference here yesterday that he was deeply gratified by the reaction accorded the showing of his production of "Inherit the Wind" at the 10th annual Berlin Film Festival.

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, out-

(*Continued on page* 2)

Soviet Film Delegation Is Entertained Here

A delegation of 19 Soviet motion picture and theatrical personalities visited New York yesterday. They made a backstage tour of Radio City Music Hall, and were guests of a showing of MGM's "Bells Are Ringing" there.

After the performance they were entertained by Motion Picture Export

(*Continued on page* 7)

PERSONAL MENTION

HARRY BRANDT, president of Brandt Theatres and MRS. BRANDT will return to New York aboard the "*Queen Mary*" today from Europe.

•

EDWIN F. ZABEL, president of EVC Theatre Chain, Hollywood, left there for a business-and-pleasure trip to Europe.

•

DAVE EMANUEL, president of Governor Films, will leave here today for New Orleans, Dallas, Cincinnati and Minneapolis.

•

MRS. GEORGE CHRIST, wife of the manager of the Rivoli Theatre, Bridgeport, Conn., has given birth there to a boy, their second son.

•

HAZEL MACK, manager of the shipping room for National Screen Service, Cleveland, has left there for a vacation in Mexico.

•

JAMES V. FREW, Southern district manager for Continental Distributing, Inc., Atlanta, has left there for Kansas City and Des Moines.

•

ARTHUR FREED, producer, has returned to Hollywood from San Francisco.

•

TED HARRIS, managing director of the State Theatre, Hartford, has entered a hospital there for surgery.

•

MILDRED COHEN, secretary to FRANK MURPHY, division manager for Loew's Theatres in Cleveland, has left there for a vacation in Florida.

'Alamo' To Be Book

John Wayne's Batjac Productions has contracted the Avon Publishing Company of New York to publish a novelization of "The Alamo," to be released in the United States and overseas simultaneously with the first and subsequent playdates of the Todd-AO production, which will have its world-premiere in October as a United Artists release.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

Fox to Spend

(Continued from page 1)

Battle of Thermopylae," on which up to $1,000,000 will be spent.

Also in attendance at the conference today was Charles Einfeld, 20th-Fox vice-president, who said that he welcomes the recruitment by Fox of youthful talent who follow British production from start to finish. He gave the film "Cleopatra" as an example.

At a previous conference on Friday Einfeld told the trade press that publicity for the company's big program of British pictures is to be consolidated in the hands of John Ware, publicity director of their British company.

Ware, Einfeld said, will assume the duties of chief of production publicity, in addition to his present role in charge of distribution promotion and exploitation.

"Now that we are moving into world production; he continued, "we need a strongly functioning organisation to service the world press on our extended production programme in this country. We have to be sure that any film made away from Hollywood receives the most careful planning in this respect so that the international press may receive the best possible service."

Several May Be Hired

Initially, Ware will be responsible for engaging unit publicists to handle such pictures as "Cleopatra," "The Millionairess," "Destruction Test" and others. Since "Cleopatra" may be spread over several studios and locations it is probable that three or four publicists may have to be engaged.

"This policy," Einfeld added, "will mean continuity of promotion from the time that a picture starts until it goes into release. A similar scheme may be put into effect on the Continent."

Werba Joins Bronston

Hank Werba has been appointed publicity director for Samuel Bronston Productions, it was announced here by Robert S. Taplinger Associates, public relations and advertising representatives for the film. Werba will headquarter in Madrid throughout the shooting of Bronston's extensive production schedule of five major pictures.

Far East Likes 'Pacific'

Rodgers and Hammerstein's Todd-AO version of "South Pacific" is still breaking records for a motion picture abroad, it was reported on Friday by Joseph M. Sugar, general sales manager of Magna Theatre Corp. Areas mentioned by Sugar in which the film has established new marks include Thailand, Formosa, Singapore, Japan, Australia and New Zealand.

Levine Party Here At Forum Tonight

Entertainment world celebrities and members of the Fourth Estate will converge on the Forum of the Twelve Caesars tonight to spend a "Night With The Gods" to launch Joseph E. Levine's, "Hercules Unchained." The picture opens the following day at the Fabian Fox Theatre in Brooklyn and throughout the Greater New York area July 13.

'Fountain of Forgetfulness'

The midnight festival of Greco-Roman splendor will be one of the most lavish affairs, according to Restaurant Associates, operators of the Forum, with the finest of foods and wines being flown in from all parts of the world. In addition, a replica of the "Fountain of Forgetfulness," as depicted in the film, will be erected from which champagne will flow continuously.

The event will be covered by NBC Radio's "Monitor," Fred Robbins, host of his own ABC network radio show, and Al Collins of station WINS. In addition, the British Broadcasting Corporation will beam the activities to its audience throughout Great Britain.

NBC-TV Will Cover

Television coverage will be supplied by NBC-TV's "Today" show, and CBS-TV's "Eye on New York," both of which will devote major portions of their shows to a filmed report of the proceedings. NBC's "The Tonight Show," also will devote much of its time to the event.

Three Greek Films Acquired by Perakos

Special to THE DAILY

HARTFORD, June 27. – Peter Perakos, Sr., industry pioneer and president of Perakos Theatres Associates, and his son, John, assistant general manager of the independent Connecticut circuit, have returned from a six-week stay in Greece, during the course of which they completed negotiations for P-T-A to serve as U.S. distributor of three Greek motion pictures. The film titles and distribution dates willl be announced shortly.

Delay Senate Unit's Meet On Enemy Alien Assets

From THE DAILY Bureau

WASHINGTON, June 27.–An objection to holding a meeting during a Senate session prevented the Judiciary Committee from discussing its bill designed to settle in principle the question of enemy alien assets now held by the U.S. It is understood that Sen. Keating (R., N. Y.) is seeking to have provision made in the measure for sale of General Aniline & Film to U.S. citizens.

'Wind' Well Received At Berlin Film Festival

By WILLIAM PAY

BERLIN, June 27.–Stanley Kr er's "Inherit the Wind," official Am ican entry in the Berlin Film Festi now underway, received a memora reception when it was screened at weekend. Rounds of applause w heard repeatedly throughout showing.

Following the picture Kramer peared on stage with Gene Kelly Donna Anderson, two stars of film. Later Kramer held a press c ference at the Hilton Hotel atten by some 200 international journal

'Wind' Driv

(Continued from page 1)

lined the advance selling campa already underway for domestic miere engagements which will ma the scope of the drive for "On Beach."

Kramer pointed out that the thusiastic reaction and internatio acclaim will help generate adva public interest for the world prem of the UA release at the Astoria Th tre in London on July 7, and for future release in the United State the fall.

Addressing the conference h Lewis said the campaign will st the special importance of the pic to people all over the world "as an citing, compelling film entertainm representing two powerful points view relative to our times and th ing.

"This is the image we intend create in the public's mind," L declared.

Three major events of internati significance form the basis of the vance campaign, Lewis explai They are the Berlin Film Fest showing, the world premiere in L don, and the special American sh ing in Dayton, Tenn., commemora the 35th anniversary of the fan Scopes "Monkey Trial," which spired the motion picture. The vice-president pointed out that extensive promotion drive is b developed a full six months be national release date.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • Ci 6-4600
"BELLS ARE RINGING"
An ARTHUR FREED PRODUCTION starring
JUDY HOLLIDAY • DEAN MARTI
from M-G-M in CinemaScope and METROCOLOR
ON THE GREAT STAGE "HAWAII, U.S.A."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bu Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Burea Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7- Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galla Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3. 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

nworthy' Films Hit
' Lutheran Minister

Special to THE DAILY

T. LOUIS, Mo., June 27. – Chris- s were advised to "stop patroniz- unworthy films" and "support the type of movie maker who wishes produce films of high quality and h character" in a broadcast on the heran Hour from here yesterday.

he speaker was the Rev. Oswald fman and his subject was "The ral Muddle." He charged that the tion picture industry "both in the ted States and in other countries, outdone itself to demonstrate how the human mind can sink in order make money." He also noted that ecent weeks "many secular maga- s have called attention to the easing filth in films."

Urges Protests Be Made

o counteract the trend Dr. Hoff- n suggested that protests be made ilm-makers and that such pictures be patronized. "This is not un- erican censorship," he said, "it is erican common sense."

erdict in Tennessee
rust' Suit Appealed

Special to THE DAILY

NOXVILLE, Tenn., June 27. – ording to court records here, de- dants in the recent anti-trust suit, which Walter Morris, owner of the e and Tower Theatres, Knoxville, awarded $75,000 in damages, ap- led June 23 to the Sixth U.S. Cir- t Court of Appeals in Cincinnati.

he defendants include 11 film dis- uting companies and the Tennes- , Riviera and Bijou Theatres. A eral court jury found them guilty y 25 of conspiring to monopolize -run films in the Knoxville area. rris, who filed the suit in the name his theatres, which are known as New Amusements Corporation, l asked $1 million in damages for 53-57. The jury actually awarded rris $25,000, but a trebling feature federal anti-trust laws raised the l award to $75,000.

V Seeks to Acquire
heatre in Connecticut

From THE DAILY Bureau

VASHINGTON, June 27. – The nley Warner Corp. is seeking court horization to acquire a theatre at mden, Conn., a suburb of New ven.

he proposed theatre would be lt at Hamden Mart Shopping Cen- , located on Dixwell Avenue, in mden, about 5½ miles from down- New Haven. The theatre would t 1,200 and Stanley Warner pro- es to operate it on a first neighbor- d run basis.

iatron Extension

WASHINGTON, June 27. – The urities and Exchange Commission extended through July 4 the sus- sion of all trading in the common ck of Skiatron Electronics and Tel- sion, Inc.

Set $1 Million Rogers Goal

(*Continued from page 1*)

audience collections, and special gifts from individuals in the higher brackets. It also will attempt to double the number of theatres that participate in the Christmas Salute and audience collections.

A special gifts committee will be set up with Sol Schwartz as chairman. The first donation in this category was made by Alan Freedman of DeLuxe Laboratories, who turned over a check for more than $1,000, which represented money left over from a dinner tendered him earlier this year. Freedman said at that time that he would turn over this surplus money to a deserving cause.

Eight new members were elected to the board of directors. They are: Victor Carter, president of Republic Pictures, of Hollywood; Edward Emanuel of Philadelphia; William Forman of Los Angeles; Karl Hoblitzelle, head of Interstate Theatres, of Dallas; Al Myrick, president of Allied States, of Lake Park, Iowa; Albert Pickus, president of Theatre Owners of America, of Stratford, Conn,; Charles Kurtzman, Loew's Theatres division manager of New York, and new exhibitor chairman succeeding the late Moe Silver, and Robert Snyder of the Chemical Bank of New York.

Richard F. Walsh, president of IATSE, was elected chairman of the board succeeding the late Robert J. "Bob" O'Donnell. All other officers were re-elected. They include: A. Montague; vice-presidents, Harry Brandt, Ned E. Depinet, William J. German, Robert Mochrie, Herman Robbins, Fred J. Schwartz, Joseph R. Vogel and Murray Weiss; secretary, Max A. Cohen; treasurer, S. H. Fabian, and assistant treasurer, Samuel Rosen.

Rosen proposed that drive-in theatre operators hold audience collections during July and August, as most of them are closed during the winter months.

Richard Brandt was named as chairman of an art theatres committee, aimed at arousing interest among those houses in the hospital work.

It also was urged that audience collections not be held when an advanced admission picture was being shown. It was felt this might create an unfavorable reaction among such audiences.

Fund-raising will be expanded this year into the field of television, and will be handled in this area by Tom Rodgers and Arthur Rosen, co-chairmen of the special events committee.

Maurice Gross Dies

COLUMBUS, June 27. – Maurice Gross, 84, retired former owner of the Majestic Theatre here, died in Mt. Carmel Hospital. The Majestic, one of the first de luxe film houses in the area, was torn down some 25 years ago.

AT THE WILL ROGERS HOSPITAL: Above, at the dedication of a plaque to the late Moe Silver who for many years was national exhibitor chairman: left to right, George E. Wilson, Sam Rosen, Eugene Picker, Dr. Edgar Mazer, Murray Weiss, A. Montague, and Richard Walsh. Below, in a relaxed mood, Montague, Walsh and Weiss.

PEOPLE

Spyros S. Skouras, chairman of Skouras Theatres, has been elected president of the Prudential Steamship Corp., succeeding **E. T. Hardaloupas**, who will continue as a director and also will serve as special adviser to Skouras, who has reduced his theatre activities and is devoting the bulk of his time to shipping interests.

□

Vaughn Taylor of the Fremont Theatre, San Luis Obispo, Calif., was pronounced Showman of the Drive winner in the recent Fox West Coast Southern California division quarterly business drive.

□

Leonard Mishkind, president of General Theatres, Cleveland, a circuit of 13 northern Ohio houses, has announced the purchase of the organization's second motel, the Quality Court, in Strongsville.

□

David Parmalee has joined the staff of Tolis Theatres, Hartford, as assistant to **Charles Tolis,** president.

□

Russell Fifer, executive director of the National Association of Concessionaires, and his 13-year-old daughter, **Patsy,** won the father-and-daughter trophy at the tournament of the Biltmore Country Club, Barrington, Ill.

□

Lucille Pollack, a graduate of Bernard College, has joined the home office publicity staff of 20th Century-Fox International Corp., it has been disclosed by **Leslie F. Whalen,** publicity director.

□

Mel London, known for his creative work in the industrial film field, has been named executive producer for the Eastern division of Wilding, Inc., producers of business and industrial motion pictures.

□

Sam Schultz, Allied Artists branch manager in Cleveland, has received an award in recognition of his work in behalf of the Cleveland Cancer Society.

Rice Heads Publicists, East, Local 872, IATSE

Harry Rice has been elected president of the Publicists Association, East, Local 872, IATSE. Other new officers are Alvin Adams, first vice-president; P. Dale Soriano, second vice-president; Harry E. Rice, third vice-president; Thomas Kirby, secretary-treasurer; David Cassidy, business agent; and Stanley Vansaxe, sergeant-at-arms.

Trustees are Morris Green, Harry Clark, John A. Cassidy, and David Kane.

UNIVERSAL announces th

PETER USTINOV
SANDRA DEE
JOHN GAVIN

Screenplay by Peter Ustinov, based on his stage

A Pavor, S. A. Production • A Universal-Internatio

duction has started in Rome

"ROMANOFF AND JULIET"

In Eastman COLOR

-starring

AKIM TAMIROFF

duced and Directed by Peter Ustinov

ase

Universal International GUARANTEED PRE-SOLD BY UNIVERSAL ...from the beginning

Says Webs Need Better Programs

By SAUL D. BERNS

HOLLYWOOD, June 27. – Peter Kortner, who achieved important producer status with his production of seven of the last "Playhouse 90" series, voiced strong concern over the apparent weakness on the part of the networks to take a more positive stand on a programming concept for their operation.

Kortner, who recently signed a producer pact with Four Star Films to produce the DuPont-June Allyson film series and develop other program series, said in a luncheon interview at the Roosevelt Hotel that the programming for next season appears "disgraceful."

Sees Obeisance to Sponsors

"There is no definition of specific allocations of time for children, live, tape, film, dramatic anthologies or comedy series. It seems as though the nets are 'playing by ear' the sponsors' interest in the type of programming it will buy, instead of indicating the type of program it desires to feature in order to protect its viewer interest," he pointed out.

The young producer forecast the early advent of pay-TV as a necessity for inspiring better programming.

Has Bought 'Hotel Splendide'

Kortner, who entered the TV field as a story editor for NBC-TV's late "Matinee Theatre," disclosed that he and Robert Stevens, the director, had purchased Ludwig Bemelman's "Hotel Splendide," which they will propel into a pilot soon.

MGA Warns Producers On Post – 1948 Sales

From THE DAILY Bureau

HOLLYWOOD, June 27.—The Musicians Guild of America has officially notified the major motion picture producers that they must negotiate additional payments on behalf of musicians prior to the sale of any post-48 films to television. The Musicians Guild warned the producers to refrain from licensing pictures for television until negotiations for musicians repayments have been completed.

This was contained in a letter from the Musicians Guild to the Association of Motion Picture Producers, M-G-M, Allied Artists, Columbia, Disney, Paramount, 20th Century-Fox, Universal and Warner Brothers.

"We are advised that members of the Association of Motion Picture Producers presently are engaged in negotiating for licensing of feature motion pictures originally produced for theatrical exhibition subsequent to 1948," the letter stated.

"As you know, the Musicians Guild represents substantially all of the musicians who were employed in the original production of the feature motion pictures and who reserved all rights on their behalf in connection with the licensing of the feature motion pictures for television.

"On their behalf, the Musicians Guild hereby requests each of you to negotiate with it the terms and conditions of releasing any of the pictures for television prior to your entering into any agreements and pending the conclusion of negotiations to refrain from licensing the pictures for television," the letter concluded.

Cecil Read, Musicians Guild board chairman, said the union's agreement with the majors specifically reserves to the individual musician his rights for repayments on post-48 films released to television.

The Musicians Guild won bargaining rights for musicians employed by the major studios from the Amcrican Federation of Musicians in 1958, and as the official representative will demand a share of the proceeds for the musicians involved under the existing agrement, Read said.

"Our primary goal will be to seek repayments for musicians on all films sold to TV which were produced during the past 12 years," the Musicians Guild official said. "We are certain the producers are aware of their responsibilities and we are seeking appropriate action on behalf of our members. This is consistent with our previous stated policy that we would immediately commence bargaining at such a time as it was apparent the producers were seriously disposed to sell the post-48s. From all reports, we assume that time is at hand."

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WITH "Bozo, The Clown" already entertaining children in many parts of the world TVia dubbing in four languages, a fifth language, Japanese, is now in work and upon completion, Bozo will be seen in Japan, the Philippines and Guam. Veep Harvey Victor of Javark Films also announced that the popular series is now featured in 130 markets in the U.S. . . . First day of summer and already we have at hand an item from ABC to the effect that the college all-star football game, will be that channel's exclusive feature for the sixth consecutive time; the classic, featuring last year's Nat'l League Champs, Baltimore Colts vs. Collegiate All-stars, Fri., Aug. 12 from Chicago's Soldier's Field. . . . Tuesday night at the Round Table in Gotham, Maestro Charlie Sanford introduced Rudy Vallee to his new young singer, 21-year-old Martin Walker. After Rudy wished the youngster well and left to prepare for his second show (incidentally a complete change of routine) Martin told his managers, Bob Dulman and Joe Lyttle, "When I was a baby in Scotland, my mother used to play me his records and the one I remember most was his "Good Night Sweetheart," which used to lull me to sleep." . . . Screen Gems' private eye series, "Manhunt," starring Victor Jory starts its second year in 67 markets. A second series of 39 episodes goes into production next month in San Diego. . . . Merv Griffin's NBContest "Play Your Hunch," zoomed so spectacularly in ratings that net bigwigs have moved the show to Fridays at 9 P.M. opposite "77 Sunset Strip." . . . Barbara Stanwyck stars in "Three Dark Years," the initial program of a new teleseries which will be alternately sponsored by "Gas Company Playhouse" and "NBC Playhouse" which debuts Tues., July 5.

☆ ☆ ☆

Johnny Andrews

At last many of his ardent supporters and pals at the Lambs Club, will be able to listen to and enjoy popular Johnny Andrews' talents. Starting last night Johnny took over the midnight to 6 ayem WNBChores and the local thespians relaxing from their own endeavors in the theatre, radio or TV, can relax to Andrews' songs and piano magic. . . .Marilyn Gold succeeds Billy James as director of advertising and publicity at Flamingo Films. . . . General Motors has made a pact with Danny Kaye which calls for Danny to star in a full hour program each year for three years. First one will be CBSeen Sunday, October 30 at 8 P.M. (EST). . . . Australian film star Rod Taylor and Canadian thespian, Lloyd Bochner, have been signed to appear as regulars in the new ABC telefilm series, "Hong Kong," currently being shot in the Orient and skedded to bow in this fall. Kaiser Industries and Armour will co-sponsor the adventure series. . . . Mail from delighted TViewers was so enthusiastic that Armstrong Circle Theatre producers decided to re-schedule "Full Disclosure," Wednesday, July 6, TVia CBS. Based on actual events especially dramatized for TV, this seg originally broadcast last January 20, unmasked unscrupulous stock manipulators and showed how legitimate stock brokers successfully broke up the practice.

Writers Conclude Pacts With TV Networks

From THE DAILY Bureau

HOLLYWOOD, June 27. – Screen Writers Guild on Saturday cluded an agreement with the television networks, ending a which it had called in March. of the agreement follow closely reached earlier with the Associati Motion Picture Producers and wi dependent television film produ

The agreements were signed American Broadcasting Co., CB NBC.

Who's Whe

Arthur L. Manheimer, for midwest sales manager for the t sion and industrial films divisi National Screen Service, has j Trans-Lux Television Corp. as west division manager, with quarters in Chicago.

□

Selmer "Sonny" Chalif, in cha liaison with advertisers and ad ing agencies for Screen Gems in lywood for the past several year been named general assistant to liam Dozier, vice-president in c of West Coast activities for th lumbia Pictures subsidiary.

□

Norman Felton has been nam rector of programs for MGM-T fective July 1. He presently is tor of programs for CBS-TV, Coast.

□

Len Weinles, executive pro for WNBC radio, has been n producer-director for WNB William N. Davidson, NBC vice ident and WNBC, WNBC-TV g manager, announced.

Crosby's Firm in M To Purchase KFJZ-

From THE DAILY Bureau

WASHINGTON, June 27. – Telecasting, Inc., has applied t Federal Communications Comm for permission to buy KFJZ-T Worth, Tex., for $650,000. chairman of Nafi is Bing Crosby

Channel Grants Upl

WASHINGTON, June 27. – grant of TV Channel 10 in Ona and Parma, Mich., to the Tele Corp. of Michigan and Michigan University has been upheld b U.S. Court of Appeals.

Lee Renamed to FC

WASHINGTON, June 27. – Senate has confirmed the reno tion of Robert E. Lee to a 7-yea on the Federal Communications mission. Vote for the confirmatio 64 to 19.

nimum Pay

(*Continued from page* 1)

iod of increasing growth," the concludes.

ıntime, a complex parliamentary on is developing in the House. ules committee has scheduled a g on the wage bill at 10:30 A.M. esday. Chairman Barden (D., will convene the labor com- at 11:00 A.M. The House meets on, and committee procedures alt.

Push 'Calendar Wednesday'

the labor committee meeting, 18 l Democrats expect to push gh a resolution calling for con- tion of the wage bill under the ıdar Wednesday" procedure, requires completion of work measure in a single day. But if les committee schedules the bill oor debate, "Calendar Wednes- cannot be invoked. Thus, it ap- as though proponents of a new bill will have to play it by ear, g in part, at least, on rumors of committee sentiment if they de- o forego "Calendar Wednesday" leration of the bill. Chances are his will not be done unless as- ces are obtained from the lead- that the wage bill will be de- in the very near future.

er Refuses Ads

(*Continued from page* 1)

gh other channels to advertise icture. The result was that "I l for White" brought in nearly 00 in its first five days to break house record including the nd.

ying time has been extended for more days.

special exploitation campaign ın all-out effort by the theatre ger, Langdon Wilbey, who used tion radio announcements on stations, Give-away flyers, her- window cards, 40 x 60s and plugs at the three other Rifkin ins in the area.

an Rifkin said, "The tremendous on this film clearly proves two utable facts: (1) Theatres today o big business without the use ewspaper advertising and (2) are many other media that we tors are not fully utilizing to our grosses. In this instance, the ard Drive-In was not even men- l in the amusement sections of vo papers."

Strand Refused to Book

first run Strand Theatre, Pro- ce, operated by Stanley Shein, was refused advertising in the ewspapers and as a consequence ot book the film. Because of this on, the Shipyard picked it up first run basis. The Providence *in-Journal* reported that "The ittee of the Journal Company tives reviewed the press book lecided the advertising was ob- nable from the title clear through not in accord with the standards re trying to maintain in our ıns."

'Split-Level' Ad Drive Set For Fox's 'The Lost World'

Twentieth Century-Fox has disclosed that "The Lost World" will have the largest above-and-below-ground advertising campaign in the company's history.

Abe Goodman, advertising director, in describing the drive, stated that 500 full-color posters will be displayed prominently in hundreds of underground subway stations starting July 1. In addition, 80 "King-size" bus posters, measuring 2½ by 12 feet, also in color, will be mounted on the vehicles of the Fifth Avenue Coach Co., plying Fifth Avenue and across 49th Street. There also will be posters for bus headlights and the trains of the Hudson Tubes.

Soviet Group

(*Continued from page* 1)

Association at cocktails in the English Pavilion in Rockefeller Center.

The group included film producers Aleksei A. Mishurin, Konstantin K. Pipinashvili, Grigori L. Roshal and Aleksei Shvachko; Albertas-Iozas K. Hozenas-Balthushis, chairman, Organizational Bureau, Lithuanian Union of Cinematography; writers Akaki I. Beliashvili, Dmitri M. Kholendro, Lazar I. Lagin and Boris S. Laskin; Viktor I. Karasev, assistant chief, State Film Fund Section; Monika P. Mironaite-Blathushene, actress of the Vilnus Russian Dramatic Theatre; film actresses Lidiya N. Smirnova and Lidiya P. Sukharevakaia; Igor V. Morozov, composer; Sofya M. Sergienko, sound producer; Feliks M. Vysotski, cameraman; Militsa P. Bogatkova, photographer; Mikhail A. Kolodko, engineer; and Mause K. Lyubetskis, journalist.

Rosen Drive Chairman Of Cinema Lodge Fund

Joseph B. Rosen, regional sales manager of Universal Pictures Company and past president of New York's Cinema Lodge of B'nai B'rith, has been appointed chairman of the Lodge's annual fund-raising project, it was announced yesterday by Abe Dickstein, president.

Announce Winners Oct. 27

The fund-raising project—the sale of 750 contribution share certificates at $25 per share with one of the purchasers being awarded a 1960 four-door Cadillac, and a second purchaser, a 10-day all expense paid cruise for two on the Holland-American Lines' *Niew Amsterdam* leaving Dec. 2, 1960—is designed to raise funds for the B'nai B'rith agencies including the Anti-Defamation League, the Hillel Foundations and the Youth Services. Selection of the winners will be at a luncheon at the Hotel Astor on Thursday, Oct. 27.

The sale of certificates is scheduled to get under way next week, Dickstein said.

Group Supports Theatre In 'Lovers' Case

Special to THE DAILY

CLEVELAND, June 27.—Petitions in support of the Heights Art Theatre, whose manager, Nico Jacobellis, was recently arrested and fined in the showing of the French film, "The Lovers," are to be distributed by members of the newly formed Cleveland Citizens for Freedom of the Mind.

The group, which was formally organized at a meeting here last week, has also pledged itself to an active anti-censorship campaign. For that purpose it will corporate so as to have lobbying power in the state legislature.

Jacobellis was one of the speakers at the first meeting and defended his position on "The Lovers" case by saying "What is good enough for the U.S. Government (U.S. Bureau of Customs which admitted the picture) is good enough for me." A new meeting of the 700-member group is to be set shortly.

Study Transit Co-Op

COLUMBUS, O., June 27. — Independent Theatre Owners of Ohio is conducting research into the possibility of establishing a co-operative film transit service in the Cleveland and Columbus exchange areas, said Ken Prickett, executive secretary. Prickett said the plan will be discussed at the ITOO state convention Oct. 12-13, at the Neil House here.

TOA Conclave

(*Continued from page* 1)

mittee chairman, and also an honorary convention, and Joseph G. Alterman, administrative secretary of TOA, headed up the sessions during which predictions were voiced that this year's convention will eclipse all previous ones in attendance.

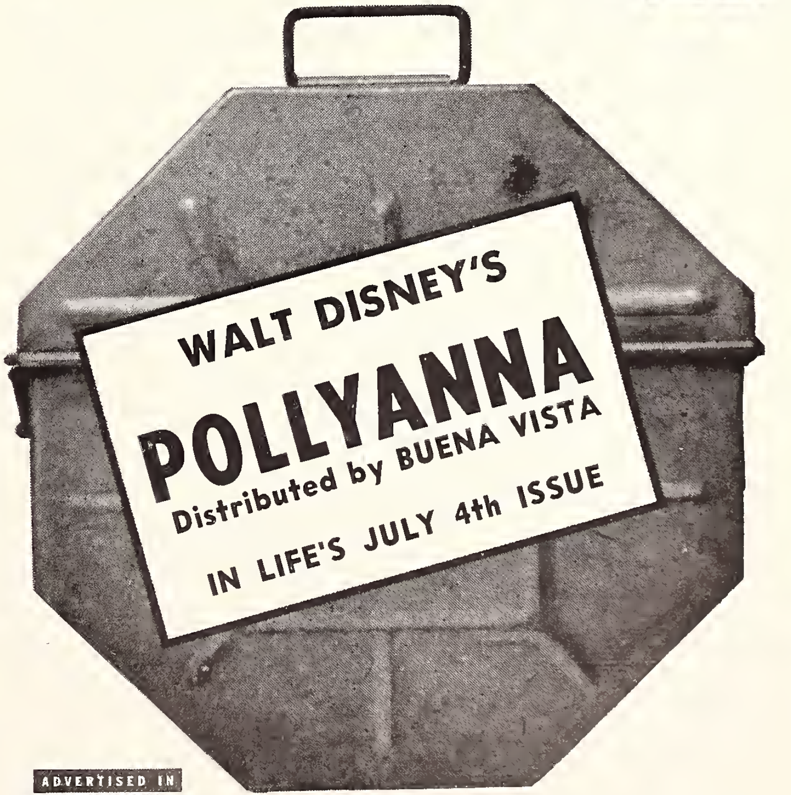
The other honorary chairmen attending were Dwight Spracher and Will J. Conner of Seattle; Al Forman, president of the Oregon Theatre Association; Abe Blumenfeld, San Francisco, and Spencer Leve, Los Angeles, and also a vice-president of National Theatres.

Other National representatives attending were William Thedford, Los Angeles; Robert Selig, Denver; Peter Lundgren and Robert Smith, both Los Angeles.

Heads Florida WOMPI

JACKSONVILLE, June 27.—Philomena "Phil" Eckert, of Columbia Pictures here, was named president of the local WOMPI at annual installation ceremonies in the Town House. Other new officers are Flora Walden, Rigg Booking Service, 1st v-p; June Faircloth, Pinecrest Drive-In, 2nd v-p; Shirley Gordon, Warner Brothers, recording secretary; Mamie Newman, Columbia, corresponding secretary; and Ida Belle Levey, United Artists, treasurer. Master of ceremonies was "Buck" Robuck, United Artists salesman.

THE BIG ONES ARE ADVERTISED IN LIFE



ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

National Pre-Selling

ACCORDING to a special story from Campobello in Sunday's "New York Tribune" of June 19, there hasn't been as much excitement on Campobello since the inhabitants of this little island in New Brunswick, Canada, welcomed back Franklin D. Roosevelt as President of the United States in 1933.

The latest furor was occasioned by Ralph Bellamy, Greer Garson, Hume Cronyn and a company of 90 people living and working on the island during the filming of Dore Schary's "Sunrise at Campobello" for Warner Bros.

Schary had a few problems in capturing the 1921 atmosphere for the film adaption of his Broadway success. Little had changed on this nine-mile-long island of 1200 people.

•

Peter Sellers, the unpredictable, irrepressible, irreverent mimic who plays Fred Kite in "I'm All Right Jack" is profiled in depth by William Zinsser for the June 20 issue of "Life."

Zinsser thinks Sellers plays Kite as a tragic figure. Perhaps that explains the greatness of his performance, for in it tragedy of all the Kites in the world is revealed. Perhaps that is why most moviegoers, to their surprise, feel sorry for Kite at the end: like Chaplin heroes, he is helpless either to understand his essential weakness or to do anything about it.

•

"The Fugitive Kind," based on Tennessee Williams play, "Orpheus Descending," is reviewed by Richard Marek in the June issue of "McCall's." Starred in this U.A. film are Marlon Brando, Joanne Woodward and Anna Magnani.

•

Marilyn Monroe and Yves Montand, stars of "Let's Make Love," are on the cover of "Look's" July 5 issue. A cover story appears in the same issue, aided by photos taken on the sets of this new 20th-Fox film, including shots with Simone Signoret and Arthur Miller.

Arthur Mills says "Montand and Marilyn are both vital people. They possess internal energies which emit indescribable rays of energy. They can just stand still and look into the camera and something wonderful happens."

•

Joe Hyams writing from Tel Aviv for the June 19 issue of the "New York Herald Tribune" tells about the cast and crew of "Exodus" attending a night club in Jerusalem. At that time Otto Preminger was shooting scenes in the historic city with Eva Marie Saint and Paul Newman.

•

"Babette Goes to War," in which Brigitte Bardot plays a canteen girl at Free French headquarters in London, is reviewed in the June issue of "Seventeen." In this new Columbia comedy Brigitte in her own inimitable way helps her country fight the Nazi invaders during the second World War.

•

"Song Without End," Columbia's new film based on the life and loves of Franz Liszt, is a thoroughly enjoyable picture in the opinion of Ruth Harbert in the June issue of "Good Housekeeping." Furthermore, "if it doesn't start a new cycle of movies about the immortals of the music world, we're missed our guess," she adds.

Ruth says the settings are luxurious, the costumes magnificent. All in all, "Song Without End" is a pleasure to watch and a joy to hear. Do see it.

WALTER HAAS

Rank TV Drive Is Big Success; Plans for Extension Are Developed

By WILLIAM PAY

LONDON, June 23 (By Air Mail).—A successful box-office reaction to the Rank Organisation's recent TV advertising experiment has led the group to a considerable extension of this pilot venture.

Minute-and-a-half spots for transmission by Associated Television have now been booked for four major releases to theatres playing Rank Release programs. In each case, the advertisement will go out at a peak evening time on the Sunday coincident with the start of North West London release.

In addition, Rank is taking peak evening time on Southern Television for nine consecutive Wednesdays in support of the films booked to South Coast theatres during the holiday periods.

The new productions to be advertised on Associated Television are Rank Film Distributor's "The Savage Innocents," "Make Mine Mink," "Doctor In Love" and Walt Disney's "Sleeping Beauty." "The Savage Innocents" will also launch the nine-week Southern Television schedule which will include United Artists' "The Unforgiven."

Though all 13 spots will again use what is basically a trailer format, they will have a new style of introduction. The Southern spots will be followed by a list of Rank playdates in the area covered by the Southern Television transmitter.

410 Post-'48s

(Continued from page 1)

discussions about the release of the 'first' post-'48 feature films to TV must be viewed in the proper perspective." Feature films from major studios made after 1948 are already in TV distribution in significant numbers, he added.

Titles of post-'48s mentioned by Rich as available from UAA include "Summertime" (UA, 1955); "Chain Lightning" (WB, 1950); "Woman on the Run" (Univ. 1950); "Underwater" (RKO, 1955); "Suddenly" (UA, 1954); "Act of Love" (UA, 1955) and "The Fountainhead" (WB, 1949) among others.

REVIEW:

Stop! Look! And Laugh!

Romm Prod.—Columbia

There go the Original Three Stooges up to their old, old nonsense in "Stop! Look! and Laugh!," a hot weather feature-length comedy from Columbia. The indestructible triumvirate of Moe, Larry and Curly is supported by ventriloquist Paul Winchell and dummies Jerry Mahoney and Knucklehead Smiff and by the wondrous Marquis chimps. It all makes quite a kiddie show but unless the heat outdoors is intolerable, adults should not be forced to sit in.

The Stooges are not shown together with Winchell and his dummies because the old timers are seen only in clips of film made 20 to 30 years ago, not that the children would know or care. It is Winchell's duty to feed situations and comedic ideas whereupon the Stooges are brought into the act. They foul up as plumbers, bull fighters, riveters, operatic singers, and auto mechanics, and bump heads 80 or 100 times. The chimps appear in a spoof of the Cinderella story and the picture ends in a wild party which deprives Paul and Jerry of a night's sleep.

Stanley Styne and George Duning contributed a song to the picture which was produced by Harry Romm and directed by Jules White. Winchell's sequences were directed by Don Appell and various other segments were directed by Edward Bernds, Charley Chase and Del Lord. The efforts of a dozen writers are used in a film where there is never a dull or logical moment. Mischa Bakaleinikoff conducted the music.

Running time, 78 minutes. July release.

SAUL OSTROVE

All Officers Reelected By Coast Relief Fund

From THE DAILY Bureau

HOLLYWOOD, June 27. – All officers of the Motion Picture Relief Fund were reelected at the fund's annual meeting yesterday at the Motion Picture Country House.

Officers are: George Bagnall, president; Albert Hilton, Otto Kruger, Sol Lesser and Valentine Davies, vice-presidents, and E. L. DePatie, treasurer.

The treasurer's report stated that the fund has income from all sources in 1959 of $1,818,542, an increase of $256,018 over the previous year.

Expenditures for 1959 included $510,039 for relief, $656,611 for country house and hospital, and $190,258 for administrative expenses.

Ampex-Para

(Continued from page 1)

district were that an exchange of s
on the basis of two shares of T
meter Magnetics for one of Ampe
involved.

Confirmed by Raibourn

Paul Raibourn, vice-president
Paramount, confirmed that "a dea
which hands have been shaken"
been reached. If it is consummatec
said, it will make Telemeter Magn
the largest stockholder in Ampex.
sumably, however, the deal will
constitute acquisition of a contro
interest.

It also was stated that Ampe
conducting talks with other large c
panies looking to additional af
tions.

Reports of the deal have been
culating in the financial district s
Paramount stock began a climb of
eral points daily early last week. S
ing at around 44 then it rose stea
to a high of 59 at yesterday's c
a gain of 5½ points on the day.

Not a Pay-TV Company

Telemeter Magnetics is an unli
stock but was quoted at around
recently, over the counter. The c
pany, despite its name, is not in
pay-TV field itself, although it
manufacture certain products for
Paramount pay-TV process. It is
marily concerned with data proc
ing and reportedly is doing impor
government work.

Ampex, whose main plant is at I
wood City, Calif., also manufact
sound recording and reprodu
equipment, and amplification syst
for theatres and other users, in a
tion to its important magnetic tape
tivities. The 1960 price range o
stock on the Big Board has bee
high of 42¼ and a low of 30
closed at 37⅛ yesterday, up an ei
for the day.

Du Mont Decision Friday

Paramount is scheduled to see
other diversification action, in w
it is importantly involved, cons
mated on Friday. Stockholders of
Mont Laboratories, in which I
mount is the largest individual st
holder, and of Fairchild Camera
Instrument will vote at separate n
ings on an exchange of Du Mont s
for Fairchild. Approval of the
posed deal is expected at both n
ings, with the result that Param
will become one of the large st
holders in Fairchild.

Warner and Chandler On Museum's Counci

From THE DAILY Bureau

HOLLYWOOD, June 27. –
L. Warner, president of Wa
Brothers, and George Chandler,
cently named president of the Sc
Actors Guild, have been named to
advisory council of the Hollyv
motion picture and television mus
commission by chairman Sol Les

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

87, NO. 125 NEW YORK, U.S.A., WEDNESDAY, JUNE 29, 1960 TEN CENTS

les Committee Acts

ouse Pay Bill o Floor Today r Tomorrow

n Theatres Exempted; endments Permitted

By E. H. KAHN

ASHINGTON, June 28. – The e Rules Committee–meeting un- tedly and evidently in response essure from the leadership–took han 45 minutes today to agree rmit the minimum wage bill to the House floor. The measure s the motion picture theatre ption.

e bill is expected to be debated e House on Wednesday or Thurs- under a rule providing for two of debate. It will be open to dments from the floor.

the rules committee hearing be- chairman Smith (D., Va.) made ar that the "committee is ready e its sentiments" without further sion. Nevertheless, labor stand

(*Continued on page* 10)

ras Strike Backed Board of A.A.A.A.

international board of the As- ed Actors and Artistes of Amer- FL-CIO parent of all U.S. per- rs' unions, at its annual meeting has voted unanimously to ap- and support an extra players' against the Association of Mo- icture Producers, the Alliance of

(*Continued on page* 8)

curean Treats Are oyed at Levine Fete

arade of epicurean treats, featur- ore than 60 varieties of food and flown in from the four corners e earth, highlighted Joseph E. e's lavish "Hercules Unchained" last evening at the Forum of the e Caesars here. The motion e opens today at the Fabian heatre in Brooklyn and through- ne Greater New York area July

ne Night With the Gods" soiree,

(*Continued on page* 11)

'Petticoat' All-Time Top Domestic Grossing Comedy

"Operation Petticoat," the Granart Production released by Universal-International, became the all-time top domestic grossing comedy in the history of the industry the week ended this past Saturday when its domestic gross (United States and Canada film rentals) reached $8,089,402 on its first 26 weeks of release, according to Henry H. "Hi" Martin, vice-president and general sales manager.

"Operation Petticoat" had its world premiere at Radio City Music Hall as the Christmas show on December 3 and generally opened for the Christmas-New Year's holiday from coast to coast toppling record after record at the Music Hall and in these engagements. It played eight, nine and ten weeks in its first-run engagements in these key openings and it is continuing to bring in substantial domestic revenues every week, Martin said.

Erickson to Direct Sale Of Goldwyn Films to TV

The sale of the Samuel Goldwyn film library to television has been turned over to Rodney Erickson, a specialist in television film sales.

Erickson has established headquarters at the Samuel Goldwyn Prods.' offices here and will carry on direct negotiations with the TV market for the sale of the films. There are 40 to 50 top features in the Goldwyn library being offered.

Negotiations for the sale of the films

(*Continued on page* 8)

Addresses Maryland Convention

Jan. 1 Deadline for Exhibitors' Film Co.

Fabian Says Product Shortage May Close 1,000 Theatres If Not Ended

Special to THE DAILY

OCEAN CITY, Md., June 28.–The nation's exhibitors have until next Jan. 1 to raise sufficient funds to launch their new producing-distributing company, Si H. Fabian, president of Stanley Warner Corp. and, as chairman of the American Congress of Exhibitors, one of the prime movers in the project, will tell the annual convention of the Maryland Theatre Owners Assn. in the George Washington Hotel here tomorrow.

S. H. Fabian

Fabian will also tell the convention that the government has given the exhibitor movers behind the project permission to proceed with it. This clearance was necessary in view of the fact that the Federal consent decrees of three of the participating circuits –Stanley Warner, National Theatres & Television and Loew's Theatres– restrain them from engaging in film production.

The decrees of American Broadcasting-Paramount Theatres and RKO

(*Continued on page* 6)

Johnston to Berlin; Other Tours Are Set

Eric Johnston, president of the Motion Picture Ass'n. of America, will leave here for Berlin tomorrow to attend the film festival there, beginning two months of extensive travels.

He is scheduled to stop off in Paris en route home to discuss the new film import agreement. On his return he will attend the Republican National convention in Chicago, to which he has been named a delegate from the state of Washington.

On July 29, Johnston, accompanied by Mrs. Johnston and Ralph Hetzel, MPAA vice-president in charge of the New York office, will leave on an extended visit to Africa to study possibilities for film export expansion among the new nations of that Continent. They are scheduled to be away until the end of August.

REVIEW:

Inherit The Wind

Stanley Kramer Production—United Artists

Hollywood, June 28

In today's world, where scientific knowledge has become a more demanding requirement in the student curriculum, the controversial nature of this film's premise, added to its high entertainment quotient, should make it one of the top grossers of the year.

Students, religious groups, and the age group that still holds within the realm of memory the famous "Monkey Trial" in Dayton, Tennessee, in 1925, are bound to become interested in the aspects of the trial again and establish the film as a "conversation piece."

Based on the case of the State of Tennessee against John T. Scopes,

(*Continued on page* 11)

Broumas Is Reelected President of Md. T.O.A.

Special to THE DAILY

OCEAN CITY, Md., June 28. – John Broumas of Chevy Chase, Md., was reelected president of the Maryland Theatre Owners Assn. at a meeting of the organization's board of directors at the George Washington Hotel here today in advance of opening of the annual convention tomorrow.

George Brehm was reelected first

(*Continued on page* 2)

***TELEVISION TODAY*—page 8**

The incredible beauty
of the world of Capri
captured in
TECHNICOLOR®

PARAMOUNT ANNOUNCES THE INDUSTRY'S MOST EXTENSIVE SERIES OF

RED CARPET PREVIEWS

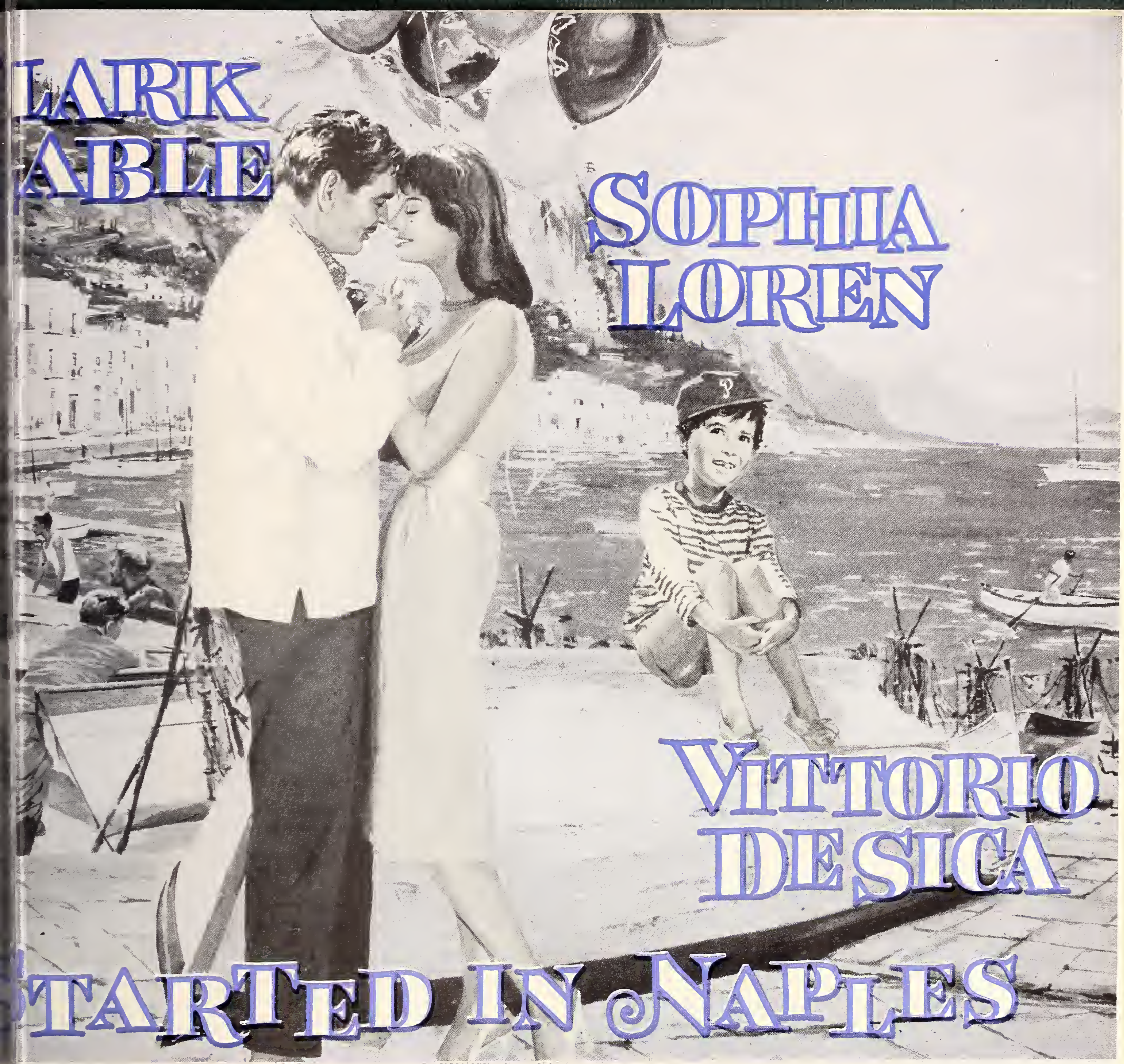
... for

in the
SHAVELSON-R
Production
I

and introd
unforgettab

at the following theatres:

ARIZONA		
Phoenix	Paramount	July 9
Tucson	Catalina	July 9
ARKANSAS		
Ft. Smith	Temple	June 30
Little Rock	Center	June 30
CALIFORNIA		
Bakersfield	California	July 9
Berkeley	Berkeley	July 22
Eureka	State	July 15
Modesto	State	July 22
Oakland	T & D	July 23
Palo Alto	Stanford	July 23
Pomona	U. A.	July 15
Riverside	De Anza	July 21
Sacramento	Crest	July 15
San Diego	California	July 14
San Francisco	Paramount	July 23
San Jose	Fox	July 23
Santa Ana	Broadway	July 13
Santa Barbara	Granada	July 16
Stockton	Ritz	July 15
Westwood	Village	July 12
COLORADO		
Colorado Sps.	Ute	July 5
Denver	Denver	July 2
Grand Junction	Cooper	July 5
CONNECTICUT		
Hartford	Allyn	July 5
New Haven	Paramount	July 5
D. C.		
Washington	Ontario	June 30
FLORIDA		
Jacksonville	Town & Country	June 30
GEORGIA		
Atlanta	Fox	June 30
IDAHO		
Boise	Pinney	July 1
Pocatello	Crest	June 30
Twin Falls	Orpheum	June 29
ILLINOIS		
Chicago	Esquire	June 28
Mt. Vernon	Granada	July 5
Springfield	Orpheum	July 5
INDIANA		
Anderson	State	July 1
Bloomington	Princess	July 24
Evansville	Victory	July 3
Indianapolis	Circle	July 8
Lafayette	Lafayette	July 6
Muncie	Strand	July 7
Terre Haute	Indiana	July 29
IOWA		
Des Moines	Orpheum	July 1
KANSAS		
Wichita	Orpheum	July 22
KENTUCKY		
Louisville	Kentucky	July 23
LOUISIANA		
New Orleans	Saenger	July 6
MARYLAND		
Baltimore	Stanton	July 1
MASSACHUSETTS		
Boston	Metropolitan	June 28
Springfield	Paramount	July 5
Worcester	Captiol	July 5
MICHIGAN		
Ann Arbor	Michigan	
Battle Creek	Michigan	
Bay City	Empire	
Detroit	Michigan	
Flint	Capitol	
Jackson	Capitol	
Kalamazoo	Capitol	
Lansing	Gladmere	
Muskegon	Michigan	
Pt. Huron	Family	
MINNESOTA		
Austin	Paramount	
Duluth	Norshor	
Minneapolis	RKO Orpheum	
Rochester	Chateau	
St. Paul	RKO Orpheum	
MISSOURI		
Kansas City	Paramount	
St. Louis	St. Louis	
Springfield	Tower	
MONTANA		
Billings	Fox	
Great Falls	Civic Center	



R TTO with PAOLO CARLINI | Produced by JACK ROSE | Directed by MELVILLE SHAVELSON | Screenplay by MELVILLE SHAVELSON · JACK ROSE and SUSO CECCHI D'AMICO | Story by MICHAEL PERTWEE and JACK DAVIES

	Lincoln	June 29
	Orpheum	July 7
	Midwest	July 1
	Majestic	July 15
CO		
e	Sunshine	July 1
	Paramount	June 29
	Paramount	June 29
	Keith	July 1
	Stanley	June 29
ROLINA		
	Carolina	June 29
KOTA		
	Fargo	July 6
	Empire	July 27
	RKO Palace	July 8
	Loew's State	June 29
	Keith	July 5
	Paramount	June 29

OKLAHOMA		
Enid	Esquire	July 20
Lawton	Lawton	July 20
OREGON		
Corvallis	Whiteside	July 26
Eugene	McDonald	July 30
Klamath Falls	Esquire	July 15
Medford	Craterian	July 24
Portland	Paramount	July 16
Salem	Elsinore	July 30
PENNSYLVANIA		
Clarksburg	Robinson	July 1
Erie	Warner	July 9
Harrisburg	Colonial	July 1
Lansdale	Capitol	July 5
Philadelphia	Goldman	June 29
Pittsburgh	Stanley	July 2
Wheeling	Rex	July 3
York	Capitol	July 5
RHODE ISLAND		
Providence	Strand	July 5
SOUTH DAKOTA		
Rapid City	Elks	July 6
Sioux Falls	State	July 5

TENNESSEE		
Memphis	Loew's Palace	June 29
TEXAS		
Dallas	Palace	July 5
Ft. Worth	Worth	July 11
Houston	Metropolitan	July 5
San Antonio	Majestic	July 5
UTAH		
Logan	Utah	June 29
Ogden	Egyptian	June 28
Salt Lake City	Lyric	July 1
VIRGINIA		
Norfolk	Norva	June 30
Richmond	Colonial	July 8
WASHINGTON		
Bellingham	Mt. Baker	July 16
Bremerton	Admiral	July 2
Everett	Everett	July 9
Kelso	Kelso	July 14
Olympia	Olympic	July 2
Seattle	Coliseum	July 2
Spokane	Fox	July 9
Tacoma	Rialto	July 16
Yakima	Liberty	July 3

WEST VIRGINIA		
Charleston	Virginian	July 8
Huntington	Keith Albee	June 30
WISCONSIN		
Beloit	Majestic	July 2
Eau Claire	Hollywood	July 23
Fond Du Lac	Retlaw	July 16
Green Bay	Bay	July 2
Kenosha	Kenosha	July 9
La Crosse	Hollywood	July 30
Madison	Capitol	July 9
Milwaukee	Towne	July 16
Racine	Rialto	July 9
Sheboygan	Sheboygan	July 9
Waukesha	Park	July 2
WYOMING		
Casper	Rialto	June 30
Cheyenne	Paramount	July 2

...and check your Paramount branch for additional red carpet previews in your area!

PEOPLE

Joe Kennedy, manager of the Hollywood Paramount Theatre, has been named by the EVC Theatre Circuit, as head of promotion and publicity, and also will take over direction of the first-run Crest-Westwood and Beverly-Beverly Hills. Additionally, **Edwin F. Zabel**, president of the circuit, has announced that **Gordon Wyn** and **George Valiando** have joined the circuit at the La Habra Theatre, La Habra, and the Crest-Westwood, respectively. **Bob Tinsely** has been shifted to the Southside Theatre and **Neal Meyer** has taken over managership of the Beverly.

☐

Walter Lowendahl, veteran film producer, has joined the management of Dynamic Films here as executive vice-president and a member of the board of directors, effective Friday.

☐

Marilyn Gold, who joined Flamingo Telefilm Sales last year as director of promotion, has been named director of advertising and publicity for the company, succeeding **Billy James**.

☐

Mark Sheridan, manager of the Seattle branch of 20th Century-Fox, has been named manager of the company's Denver branch, succeeding **Reville Kniffen**, who has been promoted to the post of San Francisco branch manager, replacing **John M. Erickson**, who has retired. **Mike Powers**, a salesman in the Seattle office, will succeed **Sheridan** there as branch manager.

Barkers of Albany Tent Raise $5,000 on Papers

Special to THE DAILY

ALBANY, June 28. – Spurred by filmed messages of approval, from Vice-President Richard M. Nixon and Governor Nelson A. Rockefeller—televised on an hour-long evening program over Stanley Warner-owned WAST—members of the Albany Variety Club, with aid from area television-radio personalities and from the Junior Chamber of Commerce, sold copies of the *Times-Union*, for a night and a morning, on the streets of the city, and raised for Camp Thacher a sum reported to be in excess of $5,000.

The show, which included live musical talent and talks by T-U publisher Gene Robb, and former Chief Barker, Stanley Warner Zone Manager, Charles A. Smakwitz, was simulcast over radio station WTRY in Troy.

The Hearst daily stated that "additional contributions of $231" brought the campaign total to "more than $5,000."

The largest single amount was via a check from Charles A. Simmons, Sr., local business man, for $500. Several of $100 were received, one from M. Fred Rosenblatt, local realtor-builder, and brother of former Chief Barker Samuel E. Rosenblatt.

Jan. 1 Deadline for Exhibitors Film Co.

(*Continued from page 1*)

Theatres do not impose such restraints. The five circuits each have posted $400,000 toward the formation of the new production-distribution company.

Undoubtedly among the factors which influenced the Department of Justice to give its clearance to the exhibitor project were the following agreements subscribed to by the five large circuits, which Fabian will enumerate:

The five have agreed not to manage any part of the new company

They will have no vote in the operation of the company.

They will receive neither interest nor dividend payments from it until all other moneys invested in the company by all other exhibitors and investors have been repaid.

They have agreed they will have no equity in the company, and that they will not be represented on its governing board.

"In fact," Fabian will say, "the $2,000,000 we have advanced for it might be called 'bottom money.' It is in fact a loan only, with no priority of any kind."

"This is a company wherein the independent exhibitors who invest in it, will run it, manage it, be on the board, determine policy and do everything that is necessary to run such a company."

Fabian will assure the exhibitors that his address is in no way intended to be an attempt to solicit funds, or sell stock or subscriptions in the new company. But he will tell them that many of the larger independent circuits are currently subscribing to the financing of the projected production company, and will express his hope that "all exhibition" eventually will give it financial support.

"This new company is no open-end proposition," he will tell them. "As a matter of fact, unless all the money is obtained by Jan. 1, 1961, no operational plan for the company will be developed and all the moneys that have been given will be returned."

"I hope when the proper time comes, you as exhibitors will be quick to support this means for your own survival. The cure to the product situation rests in your hands."

No 'Haves' or 'Have Nots'

In explanation of the major circuits' role in the project, Fabian will tell the convention that "We need more pictures just as badly as the man who runs only one or only a few theatres. As I said once before, there are no longer any 'haves' and 'have nots' in the theatre business; we are all 'have nots.' We feel that because we are the biggest companies in our business we must take the lead for all exhibition; we must utilize our greater means and capacity to start the effort by which exhibitors will cause more pictures to be made for our screens."

Fabian will describe the product shortage as "the number one problem today for the theatre owner." Every exhibitor, large or small, he will say, has the question of product supply uppermost in his mind—"What can he book next week? How can he get more pictures? Isn't there something that can be done about the product shortage?"

Only 200 a Year, He Says

The present production policy of making "less pictures better" has driven release schedules for new pictures down to about 200 a year and, if it continues unabated, Fabian will say, "could well mean that within a short time, as many as a thousand theatres are going to close, squeezed out of business because of a lack merchandise.

"Frankly and candidly, this poli of product shortage, this new meth of doing business which the film co panies have established, means eve tual destruction for most exhibitors unchecked," Fabian will tell the co vention.

He will say that many "ordina good pictures"—not just blockbuste some of which are miserable failure but those which were made at rel tively modest production costs a which have had something the pub wants, "have been great grossers f most of us."

Sees Business Fundamentally Soun

"Some of these pictures didn't ev have the co-called 'insurance' of b name actors," he will say. "Yet th did fine business. They prove that t theatre business can be a good bu ness if the right kind of merchandi is available, and in sufficient quantit

The obvious conclusion, he will sa is that "hit pictures can be ma without the investment of multi-m lions of dollars. It also means to r that if more pictures were made, would have more of this class of go hits. It is an economic law that t percentages of achieving hits are in the favor of both the exhibitor a film company if more pictures we made."

This, Fabian will say, was what d termined the exhibitor leaders to ahead with the plan for the project production company, by and for e hibitors.

Looks to Europe

Its aim, he will say, is to ca more pictures to be made, "either financing or actually making them, by buying good European films sa factory for the American market."

Registration for the convention w begun today with an excellent turn assured. John Broumas, president Maryland T.O.A., an affiliate Theatre Owners of America, will pr ide at business sessions tomorrow a Thursday. Sumner Redstone of B ton, assistant to TOA president Pickus, will be the keynote speal at the opening session tomorrow.

The convention has been alerted expect an "important and encoura ing" message to all exhibitors when is addressed by Pickus, also tomorro

Many Speakers Scheduled

Other convention speakers inclu A. Julian Brylawski of Washingt D.C., a TOA vice-president; Philip Harling, of the Joint Committ Against Toll TV and chairman TOA's anti-pay-TV committee; M Margaret Twyman, director of co munity relations, Motion Picture A sociation of America; Roger Lew national director of advertising, p motion and exploitation for Unit Artists; Maurice Bergman of Gene Projects, Inc., New York, and othe

Isador Rappaport and Harold Graw are chairmen of the conventi with George Brehm as conventi coordinator.

'Deluxe' Telephone Service for TOA

Through the cooperation of the Pacific Telephone Company, telephone service will be "deluxe" for persons attending the 13th annual convention of the Theatre Owners of America, at the Ambassador Hotel in Los Angeles, Sept. 13 through 16, TOA president Albert M. Pickus, said yesterday.

A special telephone message center will be set up by Pacific in the registration area of the hotel, to handle all incoming calls to anyone attending the convention. The center will be manned during convention hours, from 10 A.M. to 6 P.M., and thereafter automatic answering and transcribing machinery will take over.

Pickus said all incoming calls will be switched to the message center, and records will be kept at the center in alphabetical index. If a convention delegate wants to make an outgoing call in reply to a call he received, the center will have change available, and outgoing phone booths nearby.

'I.A.' Boston Local in Golden Jubilee Party

Special to THE DAILY

BOSTON, June 28. – The Golden Jubilee of Local 182, IATSE, was celebrated by a dinner dance in the Grand Ballroom of the Hotel Bradford here.

General chairmen were the two past presidents, Joseph Caplan and Joseph Nuzzolo, Sr. Co-chairmen were Jack Rosenberg, president of the local, and Ralph Frazier, business representative.

Richard F. Walsh, International president of IATSE, came on from New York. An honored guest was Sir Tom O'Brien, president of the Theatrical and Kine Employees of Great Britain. Other speakers were Walter F. Diehl, assistant to Walsh, Mayor John Collins of Boston, William Belanger, president of the State Federation of Labor, and John Callahan, Commissioner of Labor and Industry.

The celebration began with cocktails and dancing, with dinner served at midnight in order that all motion picture operators could attend.

NEW WELCOME AT IDLEWILD AIRPORT

AMERICAN'S NEW JET-AGE TERMINAL AT IDLEWILD AIRPORT, NEW YORK

uick as you can say American!

IOWPLACE OF LATEST CONVENIENCES, American
rlines' new Jet-Age Terminal at Idlewild Airport,
ew York, welcomes you with a friendly, restful
cor you've never before experienced. It's a whole
w concept in ground service convenience!

There are 4 nonstop 707 Jet Flagships from Los Angeles to New York, 3 nonstops from San Francisco. Choose Mercury or Royal Coachman Service. For reservations, see your Travel Agent or call American Airlines—*first choice of experienced travelers.*

CALL AMERICAN AIRLINES

AMERICA'S LEADING AIRLINE

Name Erickson

(*Continued from page* 1)

have been in charge of the William Morris agency for many months and at intervals there were reports that a deal was near to consummation. However, they inevitably met with denials from Goldwyn officials. The Goldwyn asking price reportedly was the obstacle in a number of instances.

Formerly with NBC

Erickson recently was with NBC, in charge of sales of that company's coming films of the national political conventions to stations, and at one time handled sales of Warner Bros. backlog films to television.

Extras Strike

(*Continued from page* 1)

Television Films Producers, the New York Film Producers Association, and other unaffiliated motion picture and television producers.

SEG contracts with the various producer groups and the New York extras agreement administered by the Screen Actors Guild expired on April 2, 1959.

Senate Backs FCC Rein On TV Booster Stations

From THE DAILY Bureau

WASHINGTON, June 28. – The Senate, by concurring in a minor House amendment, has sent to the White House a bill permitting the Federal Communications Commission to regular the operation of TV booster stations.

Advance Tax Credit Bill

WASHINGTON, June 28. – The Ways and Means Committee has ordered reported a bill to broaden the applicability of the tax credit granted to U. S. corporations in consideration of taxes paid abroad. Under the measure, the foreign tax credit could be claimed on taxes paid by first-generation subsidiaries of which the U.S. parent firm owns a minimum of 10 per cent. The credit could also be claimed for second-generation subsidiaries in which the first-generation firm has an interest of at least 20 per cent.

Name 'I.A.' Delegates

ALBANY, June 28. – Two women and one man were elected delegates from District 10 (New York State), to the IATSE convention at Chicago, beginning August 1, at a meeting in the Manger-De Witt Clinton Hotel here. They are Bette Shea and Annette Gagnon, members of New York City film exchange locals and Bill Abrams of the Buffalo local.

musifex co
45 w. 45 st. n.y.c.
industrial
music scoring
ci-6-4061

AROUND THE . . . TV CIRCUIT

with PINKY HERMAN

WINNER of numerous awards and citations these past 10 years, Albert Wasserman, has resigned from the CBStaff to join the NBCreative Projects division as writer-producer-director. . . . Sen. Lyndon B. Johnson will guest on the "ABCollege News Conference" Sat., July 2. . . . MGM-TV's new hour-long series, "The Islanders," have completed location work on the Island of Jamaica and have returned to the coast where the first six segs will be filmed under supervision of Dick Bare. . . . Years ago, when he was star WMCAroleer in New York, Smiling Jerry Baker was easily the most popular lark with Tin Pan Alleyites. About a decade or so ago, Jerry moved to Miami, became associated with AGVA there and his knowledge and experience proved so valuable an asset that he soon headed the local there. Recently the Footlighters honored Jerry with a testimonial Dinner and show folk for miles around showed up to join in the well-deserved plaudits for Baker. . . . Tedd Lawrence, who just turned in a fine stint subbing for Bud Collver on "Beat The ABClock," TV'er will take over Martin Block's radio chores for the next three weeks. Tedd, associated with ABC since 1955, has proven a dependable "utility" for various jobs there. . . . Broadwayfarers delighted at the progress being made by funnyman Jack Douglas, after his near fatal illness last year. Between guestings and coast to coast nite club engagements, the former Jack Paar scripter, found time to wax an LP Album for Columbia which'll be released next month. . . . Aside to Perry Como:–Merrilee Badura, prexy of the National Fan Clubs, who's done so much for your platters out Cleveland way, will be married Sat., July 9 to Bernard L. Komar at St. Francis DeSales Church in Parma, Ohio. . . . Another Cleveland (Tenn.) item–Russ Offhaus, for many years Pittsburgh's top-ranking radio personality, now general mgr. of WRAC.

☆ ☆ ☆

Because of the recent hue and cry by PTA, Education Groups and other civic-minded citizens, there has been a distinct improvement in the TV fare for children and an added starter among the finer type of moppet entertainment is the "Off To Adventure" series, shot on location in Africa by Rev. Everett C. Parker and distributed by the Nat'l Council of Churches. . . . Producer John Lotas has just completed the filming of a 15-minute flicker, "Mark Twain Speaks," starring Hal Holbrook. Starring the amazing Holbrook, who appears a dead ringer for the great Humorist-Philosopher, Pix was filmed for Coronet. . . . Produced for Teleprompter by Mannie Spiro, the Floyd Patterson-Ingemar Johansson bout for the world heavyweight championship, currently seen in theatres around the country, is one of the clearest fite pix we've ever seen thanks to the lensational camera wizardry of Frank C. Zucker, former ace cameraman of Paramount Pix and now prexy of Camera Equipment Co., who personally supervised the shooting. The camera crew consisted of Fred Fordham, Jerry Browne, Lew Hutt, Bill Storz, Bill Steiner, Bill Kelly, Jack Etra, Dan Cavelli, Moe Hartzband and Mitch Petreyko. . . . Pat Boone's "ABCoke Time," Monday nite with Paul Anka, Bobby Darin and other teen-agers, compiled a Trendex-traordinary rating of 20.8, twice as much as the opposish. . . . (Aye, a Boone (y) laddie, that Pat.) . . . Hoagy Carmichael will sing, play piano and act as Narrator for the Project 20 presentation of "Musical America from 1896 to the first World War." Video-taped in N.Y. Aug. 6, program will be NBChannelled in October. . . .

New N.A.B. Officers

WASHINGTON, June 28. – New chairman of the radio board of directors of the National Association of Broadcasters is Thomas C. Bostic, Yakima, Wash. New vice chairman is Merrill Lindsay, Decatur, Ill.

Bakersfield Going UHF

WASHINGTON, June 28. – All commercial TV in Bakersfield, Calif., will be shifted to the ultra-high-frequency band, according to an announcement by the Federal Communications Commission.

New Flamingo Division

Murray Grabhorn, formerly vice-president of the American Broadcasting Co. in charge of owned-and-operated stations, has joined Flamingo Films here as head of that company's newly-formed radio department.

House Votes 'Payola' Bill

WASHINGTON, June 28. – The House passed the so-called anti-"payola" bill by a standing vote of 208 to 15. It first rejected, again, a move by Rep. Bennett (R., Mich.) to subject networks to federal regulation.

Demands for Fight Film Pouring into UA Here

Based on an overwhelming publ interest and exhibitor demand, filn of last week's heavyweight champio ship fight will be shown in 7,500 the tres around the country in the ne few weeks, United Artists announce yesterday. The number of theatres believed to be the largest ever to sho films of a prize fight.

UA's print order of 1,000 is also t largest in company history for a fig film. Orders for the film reportedly a still pouring into the home office.

More than 500,00 spectators pa a record $2,274,662 to see the close circuit telecast of the June 20 Flo Patterson–Ingemar Johansson heav weight title fight, TelePrompTer Cor has announced.

Virtually complete returns from 2 viewing locations indicate that 48 894 paid admissions accounted f gross receipts of $2,251,162. The n was $2,021,752. Additionally, the tel cast was seen by subscribers on community antenna systems, bringi the total viewing audience to mo than half a million. Receipts of $2 500 were received from the anten systems.

Irving B. Kahn, TelePrompT president, said that with $450,000 ready assured from other sources, su as radio, motion pictures and forei television, receipts exclusive of t "live" gate will total more than t all-time high of $2,658,660 record for the second Dempsey-Tunney fig in 1927. Feature Sports, Inc., pr moter of last week's fight, announc the gross gate to be $824,814.

N. Y. Bankruptcy Filin By Perlmutter Theatr

From THE DAILY Bureau

ALBANY, N. Y., June 28. – Fil distributing companies have unsecur claims totaling about $15,600, a theatre, theatre supply, concessio advertising and film delivery concer similar claims for some $38,000, a cording to the schedules of a petiti in bankruptcy filed in U.S. Distr Court by Julius Perlmutter, of Alba operating Perlmutter Theatres. also was a partner doing business Julie's Delicatessen, Lake George.

Liabilities of $209,330.80 and e empt assets of $500, are shown in t petition.

Referee John J. Ryan, of Alban will preside at the first meeting creditors (about 50). This probab will take place next week.

The petition, filed through attorn Harvey M. Lifset, states that Perlmu ter, since December, 1959, has bee employed as general manager of Pe mutter Foods, Inc., at a weekly sala of $180.

EAST COAST
MOTION PICTURE PRODUCTION, EDITORIAL and TECHNICAL SERVICES
℞ FOR BETTER FILMS
CREATIVE EDITING AND COMPLETE PERSONAL SUPERVISION
JOSEPH JOSEPHSON
Circle 6-2146
45 West 45th St.
New York 36

5 EMMY AWARDS TO CHANNEL 13

...IN THE NEW YORK AREA STATION AWARD FIELD!

WNTA/TV

lost Outstanding
ive Local Program:
HE PLAY OF THE WEEK

lost Outstanding Documentary
r Educational Program:
PEN END

Most Outstanding
Male Personality:
DAVID SUSSKIND

Most Outstanding
Female Personality:
FAYE EMERSON
in "Ladies of the Press"

Academy of Television Arts and Sciences

PLUS A SPECIAL CITATION TO WNTA/TV:

"For its pioneering efforts in imaginative programming, which have set an example for all to emulate. For presenting a schedule of artistic and adult programs and for introducing the open-end timing technique in discussion programs."

GAIN... THE MOST HONORED STATION IN TOWN... WNTA/TV, 13,

nner of: the George Foster Peabody Award ... Alfred I. duPont Award ... the Sylvania levision Award... TV Radio Mirror Gold Medal Award... Show Business Award... Newspaper ild of New York Page One Award ... the Saturday Review Award ... the Sidney Hillman Award.

House Pay Bill

(*Continued from page* 1)

ards subcommittee Landrum (D., Ga.) requested that the rules group permit the legislation to go to the floor.

Chairman Smith noted that he has "understood by the grapevine" that it was desired that the committee permit the substitution of a more moderate measure. Rep. Rooseevlt (D., Calif.) agreed, noting in answer to a question that he "would much prefer to see action under the regular rule" than to try to use the "Calendar Wednesday" procedure.

The rules committee agreed to allow a proposal to substitute a bill introduced by Rep. Kitchin (D., N. C.). This is identical to a proposal introduced by Rep. Ayres (R., Ohio). It would provide a minimum wage of $1.15 for presently covered employees. It would extend the law to about 1.4 million employees of retail establishments with five or more establishments in two or more states. They would be paid a $1 minimum, and receive no overtime premium pay.

Rep. Kearns (R., Pa.) expects to offer a substitute measure providing for $1.15 as the hourly wage and require the House Labor Committee to report on extension of coverage to additional employees by Jan. 3, 1962.

'Strangers' Bookings

"Strangers When We Meet," a Bryna-Quine Production for Columbia Pictures, which will have a dual world premiere at the Criterion Theatre here, and at the Trans-Lux Theatre in Washington, D. C., today, has been booked into additional top situations throughout the country. It will open in San Francisco at the St. Francis Theatre on June 30. Dates have also been set for next month at the Hippodrome in Cleveland, the United Artists Theatre in Chicago, the Astor in Boston, the Palace in Dallas, the Michigan in Detroit, the Warner Beverly in Los Angeles, the Majestic in Houston, the State in St. Louis, the Orpheum in New Orleans, the Fox in Philadelphia, and others.

125 Key Dates for 'Bells'

"Bells Are Ringing" has been set by M-G-M in more than 125 key theatres across the country for July 4. Most of the openings are set for today, tomorrow and Friday. The State Lake Theatre in Chicago opened last Friday to lead the parade of holiday bookings after the Music Hall premiere. Another 175 openings are already set for the post-July 4 period.

'Murder' in Fox Record

"Murder, Inc.," in its opening day at the Victoria Theatre here yesterday grossed the highest figure of any 20th Century-Fox film ever to play the Broadway showcase, the management reported. The gross was $7,000, far surpassing 20th's "Blue Denim," which opened with $4,300, and "The Best Things In Life Are Free," which had $4,220.

Tie-In with Stern Bros. To Promote 'Bellboy'

An extensive department store promotion has been set between Paramount Pictures and Stern Brothers to herald the citywide opening here next month of "The Bellboy," Jerry Lewis' new comedy.

A cooperative campaign, keyed to the theme "Cool, cool Stern's at your service this summer . . . Jerry Lewis at your service as 'The Bellboy'," got underway with a heavily promoted personal appearance by Lewis at the huge mid-town department store on Saturday. More than 1,000 children and adults jammed the store to greet the star.

Starting this week, full-page display ads focusing on "The Bellboy" will appear in the following New York newspapers: the *Times, World Telegram and Sun*, the *Herald-Tribune*, the *Daily News*, the *Mirror* and *Journal-American*. All ads carry full credit to the Paramount comedy and feature giant blow-ups of Lewis in costume for the title role.

Fabian Interests Acquire Albany Shopping Center

Special to THE DAILY

ALBANY, N. Y., June 28. – "The Fabian family corporation, which owns nine theatres in the Capitol district here, is buying the 35-store Latham Corners Shopping Center from Latham Enterprises, Inc.," the closing being set for Thursday, in New York City, according to the *Knickerbocker News*.

Latham Enterprises is a corporation controlled by the Nathan Cummings family of Montreal. The Cummings erected the Center at the Latham traffic circle for a reported cost of $10 million, and have operated it since the opening in October, 1957.

The *Knickerbocker News* added that a Fabian spokesman said "No immediate changes are planned in the administrative personnel at the Center." The purchase price was not revealed.

The paper explained that the corporation buying the Center—not far from Fabian's Saratoga Drive-In—is headed by Si H. Fabian, president. Other officers are: Samuel Rosen, executive vice-president, and Edward L. Fabian, secretary-treasurer.

'Apartment' $63,329

Billy Wilder's "The Apartment" rolled up a huge $63,329 for the second week of dual New York engagement at the Astor and Plaza Theatres, according to United Artists. The combined gross includes $40,987 for the Astor Theatre and $23,342 for the Plaza.

'Subterraneans' Hits

"The Subterraneans" has set a nonholiday record for an M-G-M release at the Stage Door Theatre in San Francisco with a box office gross of over $6,000 in its first three days, M-G-M said.

FORTHCOMING RELEASES

***ABBREVIATIONS:** AA, Allied Artists; AIP, American International Pictures; BV, Buena Vista; Col, Columbia; MGM, Metro-Goldwyn-Mayer; Par, Paramount; 20-Fox, 20th Century-Fox; UA, United Artists; Uni, Universal; WB, Warner Bros.; c, color; cs, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.*

► JUNE

AA—PAY OR DIE: Ernest Borgnine, Zohra Lampert
AIP—JAILBREAKERS: Robert Hutton, Mary Castle
AIP—WHY MUST I DIE?: Terry Moore, Debra Paget
COL—THE MOUNTAIN ROAD: James Stewart, Lisa Lu
COL—MY DOG BUDDY: Ken Curtis
COL—TWELVE TO THE MOON: Ken Clark, Anthony Dexter
COL—BATTLE IN OUTER SPACE, c: Ryo Ikebe, Kyoko Anzai
MGM—THE ADVENTURES OF HUCKLEBERRY FINN, cs, c: Tony Randall, Patty McCormack
MGM—THE GIANT OF MARATHON, c, cs: Steve Reeves, Mylene Demongeot
PAR—WALK LIKE A DRAGON: Jack Lord, Nobu McCarthy
20-FOX—WILD RIVER, cs, c: Montgomery Clift, Lee Remick
20-FOX—TWELVE HOURS TO KILL, cs: Nico Minardos, Barbara Eden
20-FOX—OPERATION AMSTERDAM: Peter Finch, Eva Bartok
20-FOX—BOBBIKINS, cs: Shirley Jones, Max Bygraves
UA—MACUMBA LOVE, c: Ziva Rodann
UA—THE MUSIC BOX KID: Ronald Foster, Luana Patten
UNI—BRIDES OF DRACULA, c: Peter Cushing, Freda Jackson
UNI—THE LEECH WOMAN: Coleen Gray, Grant Williams
WB—HANNIBAL, c: Victor Mature, Rita Gam

► JULY

AIP—HOUSE OF USHER, c. cs: Vincent Price, Mark Damon
BV—POLLYANNA, c: Hayley Mills, Jane Wyman
COL—SONG WITHOUT END, c, cs: Dirk Bogarde, Capucine (special handling)
COL—STRANGERS WHEN WE MEET, c, cs: Kim Novak, Kirk Douglas
COL—STOP! LOOK! AND LAUGH!: Three Stooges
COL—THIRTEEN GHOSTS: Charles Herbert, Jo Morrow
MGM—BELLS ARE RINGING, c, cs: Judy Holliday, Dean Martin
MGM—THE DAY THEY ROBBED THE BANK OF ENGLAND: Aldo Ray
PAR—THE BELLBOY: Jerry Lewis, Corinne Calvet
PAR—THE RAT RACE, c: Tony Curtis, Debbie Reynolds
PAR—TARZAN THE MAGNIFICENT, c: Gordon Scott, Betta St. John
20-FOX—THE STORY OF RUTH, c, cs: Elana Eden, Stuart Whitman
20-FOX—THE LOST WORLD, c, cs: David Hedison, Jill St. John
20-FOX—FROM THE TERRACE, c, cs: Paul Newman, Joanne Woodward
20-FOX—MURDER, INC., cs: Stuart Whitman, May Britt
20-FOX—TRAPPED IN TANGIERS, cs: Edmund Purdom, Genevieve Page
UA—THE APARTMENT: Jack Lemon, Shirley MacLaine
UA—CAGE OF EVIL: Ronald Forster, Pat Blair
UA—THE LAST DAYS OF POMPEII, c: Steve Reeves
UNI—DINOSAURUS, c, cs: Ward Ramsey, Kristina Hanson
UNI—PORTRAIT IN BLACK, c: Lana Turner, Anthony Quinn
WB—ICE PALACE, c: Richard Burton, Robert Ryan
WB—HERCULES UNCHAINED, c: Steve Reeves

► AUGUST

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien
AIP—KONGA, c: Michael Gough, Jess Conrad
COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier
COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
MGM—ALL THE FINE YOUNG CANNIBALS: Natalie Wood, Robert Wagner
PAR—PSYCHO: Anthony Perkins, Vera Miles
PAR—IT STARTED IN NAPLES, c: Clark Gable, Sophia Loren
20-FOX—ONE FOOT IN HELL, c, cs: Alan Ladd, Don Murray
20-FOX—FOR THE LOVE OF MIKE: Richard Baseheart, Rex Allen
20-FOX—THE THIRTY-NINE STEPS: Kenneth More, Taina Elg
20-FOX—YOUNG JESSE JAMES, cs: Ray Stricklyn, Willard Parker
20-FOX—SONS AND LOVERS, cs: Trevor Howard, Wendy Hiller
20-FOX—THE IDIOT: Russian Film
UA—ELMER GANTRY, c: Burt Lancaster, Jean Simmons
UA—HE RAN FOR HIS LIFE: Steve Kandel, Ron Foster
UNI—COLLEGE CONFIDENTIAL: Steve Allen, Jayne Meadows
UNI—CHARTROOSE CABOOSE, c: Molly Bee, Ben Cooper
WB—OCEAN'S ELEVEN, c: Frank Sinatra, Angie Dickinson

128 'Last' Bookings

United Artists has set 128 multiple-run bookings in the Chicago and Pittsburgh areas for "The Last Days of Pompeii" beginning July 1. The picture will open in 60 situations in the Chicago area and in 68 theatres in Pittsburgh in prime playing time during the July 4th weekend.

Podhorzers Appointed

Munio and Nathan Podhorzer hav been appointed to represent Raphae Nussbaum, producer for Aero Film Berlin, and Ran Films, Tel Aviv, i all negotiations for the sale of th motion picture, "Blazing Sand," fea ture-length action drama filmed o both sides of the Israeli border.

ntinues Defiance of Carolina Blue Laws

Special to THE DAILY

?ARTANBURG, S. C., June 28.—ons of the Fox Drive-In Theatre relaxed and enjoyed two feature ıres Sunday evening, but Claude ıley, owner, didn't fare so well. ıley, long noted for his defiance of h Carolina's "blue laws," spent ıight in jail, then posted $50 bond day morning.

ımley, booked for violation of sec-64-1 of the blue laws, which pro-s amusements on the Sabbath, the police as they led him into ıty jail about 9 P.M.: "It was a l picture!"

e already has numerous other s pending against him for alleged e law" violations.

ıuld Be Fined $50, Each Case

ıder the law, Rumley can be fined in each case. But Sheriff B. B. kman told reporters the movie ator may also be charged with ıting a common nuisance by con-ıly violating the law."

ıuth Carolina theatre operators contesting the "blue laws" in a now pending before the South ılina Supreme Court. It is their ention that the law is unconsti-ınal in that it violates guarantees religious freedom, freedom of ch and equal protection set forth ıe United States Constitution.

ıjor 'Alamo' Spread pears in New 'Life'

n unusual three-page foldout ad 'The Alamo," a John Wayne Bat-Production to be released this fall United Artists, appears in the in-front cover of the July 4 issue of magazine out today.

painting of the Alamo site is de-ed on two of the pages, and a page ext, written by Russell Birdwell, pletes the layout. Text of the ad is tly to be read into the Congres-al Record by a representative from fornia. This is the second consum-d to be run in *Life*. The first one in a March issue. The text closes ı a line to the effect that it is "a ement of principle" by Wayne and es Edward Grant, author of "The no."

he copy portion of the ad appears oday's Motion Picture Daily.

ast Has 31 Shooting llowing Start of 3

From THE DAILY Bureau

IOLLYWOOD, June 28. — With three pictures started this week, eight completed, the total number pictures shooting is 31.

tarted were "Squad Car" (API duction for 20th Century-Fox re-e); and two at Warner Brothers: Fever In the Blood" and "Gold of Seven Saints."

ompleted were: "The Plunderers" gust production for Allied Artists); nga" (Herman Cohen production American International); "The ckiest Ship In the Army" (Fred Kohlmar production for Columbia Pictures); "Butterfield 8" (Afton-Linebrook production for MGM); "Let's Make Love" (Jerry Wald's Company of Artists' production for 20th Century-Fox); "Police Dog Story" (Zenith Pictures for United Artists release); "Sunrise At Campobello" (Dore Schary production for Warner Brothers); "Five Minutes to Live" (an independent production filmed by Flower Film Prods.).

Inherit The Wind

(CONTINUED FROM PAGE 1)

a biology teacher who taught Darwin's theory of evolution in defiance of the law, the screenplay provides biting dialogue for the defense counsel to register the film's salient point. This is that of erasing traditional practices which lead to bigotry and intolerance, and giving vent to man's inherent "right to think."

Incorporating the highlights of the trial into a masterpiece of entertainment, producer-director Stanley Kramer adds further testimony to his competency as a facile director, and his individualism as a showmanly producer through the selection and tasteful presentation of his story material.

Giving ingratiating performances, as prototypes of the principal figures in the trial, namely Clarence Darrow, the defense attorney, William Jennings Bryan, the prosecutor, and H. L. Menken, newspaper reporter and later famous journalist for the *Baltimore Sun*, are, respectively, Spencer Tracy, Fredric March and Gene Kelly.

The courtroom banter, the whimsical atmosphere, and the repartee between Tracy and March are not only a histrionic treat, but a definite clue to uppermost consideration in the best acting categorv come Academy time. March is superb in his characterization, having the more challenging chore of wearing special makeup and delineating the suffering change in a great historical figure, whose victory, though moral defeat, in the trial, ends in a fatal stroke.

Tracy is in command of every scene. Kelly's humor is most effective in a straight dramatic role.

Florence Eldridge's sensitive portrayal as March's wife; Harry Morgan as the judge; Dick York as the accused teacher, and his sweetheart Donna Anderson as the daughter of Claude Akins, portraving the fundamentalist minister who suffers emotional conflict because of his daughter's association with York and his relationship to the trial, are additionally strong components of the film. Others who figure prominently in the cast are Philip Coolidge, Eliot Reid, Paul Hartman and Jimmy Boyd.

The screenplay, drafted by Nathan E. Douglas and Harold Jacob Smith from the successful Broadway play by Jerome Lawrence and Robert E. Lee, establishes in counterpart the small ficticious American town of Hillsboro as the community which took action against its schoolteacher, and commanded such news interest nationally as to prompt the Baltimore newspaper to send its top reporter and furnish a top defense attorney for the accused. It characterizes the alienation of a longtime friendship between the opposing attorneys because of the aired differences in beliefs—Tracv allegedly an agnostic, and March, a student and firm believer in the precepts of the Bible.

It holds in ridicule the townspeople of Hillsboro as made up of antiquarians. It challenges to a daring degree interpretations of statements in the Bible as part of Tracy's defense of the teacher, which invites scientific explanation.

Although the violation of the law is upheld by the jury, the judge, made aware by the mayor of coming elections; and conscious of a change in attitude by the people toward the prosecutor, who unwittingly allowed himself to be embarrassed under interrogation on the witness stand regarding passages in the Bible, minimizes the crime by merely fining York $100. Tracy immediately states his intentions of appealing the case to a higher court.

March, suffering remorse at the penalty imposed, and denied an opportunity to read a prepared statement in the courtroom which might sum up the importance of the case and vindicate his appearance on the witness stand, dies in the courtroom of a heart attack.

Tracy, following a scene with Kelly, whom he analyzes as a lonely man, punctuates the fadeout as he deliberates on taking with him a copy of the Bible or Darwin's book which was lying among the remaining effects on a courtroom table. With a knowing grin he decides to take them both.

Release in November, 1960. Running time, 126 minutes.

Samuel D. Berns

Levine Host

(*Continued from page 1*)

held for members of the press and entertainment world, was the second such affair run by Levine in less than a week, his first "Gods" party being done last Wednesday, poolside at the Beverly Hills Hotel in California.

Among the foods served last night were such rare delicacies as golden peacocks, molossol caviar, roasted pheasants, roast suckling pigs, trout in etruscan wine jelly, pate of wild boar, scotch salmon, roman beans and wild mushrooms, quail in vine leaves, and other tempting courses.

Champagne flowed continuously throughout the evening from a replica of the film's "Fountain of Forgetfulness" while guests were welcomed to the affair by a 250-pound Lion, appropriately named "Hercules," surrounded by Herculean warriors and exotic Greecian hand maidens.

Levine employed a human centerpiece for the buffet, a giant "Hercules."

Celebrants attending included Jerry Lewis, Elizabeth Taylor, Joan Crawford, Walter Pidgeon, Betty Comden, Adolph Green, Tom Ewell, Lauren Bacall, Peggy Cass, Myrna Loy, Ina Ballin, Dolores Gray, David Hedison, George Jessel, Ethel Merman, Anne Bancroft, Sandra Church, Tony Randall, and Sabrina, among others.

AIP and A.A.F.D. Extend Deal for 1 Year

From THE DAILY Bureau

HOLLYWOOD, June 28. — Extension of the American International Pictures releasing and co-production deal with Anglo Amalgamated Film Distributors of London for another year has been announced by James Nicholson and Samuel Arkoff. Nat Cohen, managing director, represented AAFD in the renewal deal.

Anglo Amalgamated will continue to release AIP product in the United Kingdom, and the two companies will co-produce three pictures within the next year, representing a budget of three million dollars.

Current co-production is "Konga," with Herman Cohen producing in England and set for a November release in the United States.

Leonard Thompson, 51, Exhibition Vet. Dies

Special to THE DAILY

LIVINGSTON MANOR, N. Y., June 28.—Requiem Mass was held at the Catholic Church here for Leonard Thompson, 51, for many years associated with Harvey English Theatres (now known as Harden Theatres), who died of a heart attack a few hours after supervising the closing for the night of the Manor Theatre.

A veteran of 30 years in the industry, Thompson recently had served as an associate in buying for the circuit, which operates from home offices in Hancock. A native of Atlanta, he is survived by his wife, a daughter, his mother and a sister.

U-I LAUNCHES ANOTHER BLOCKBUSTER!

"PORTRAIT IN BLACK"

SENSATIONAL business in its world premiere in Chicago, matching "Imitation of Life" all time record.

TERRIFIC in Cleveland equalling "Pillow Talk" fabulous business.

On the way to new highs in 100 openings this week. *Watch the industry's newest box-office record breaker sweep the country.*

LANA TURNER
ANTHONY QUINN
SANDRA DEE
JOHN SAXON

A ROSS HUNTER PRODUCTION

Portrait in Black

IN EASTMAN COLOR!

CO STARRING
LLOYD NOLAN AS "MATTHEW CABOT"
RAY WALSTON VIRGINIA GREY · ANNA MAY WONG AND ALSO CO STARRING RICHARD BASEHART

DIRECTED BY MICHAEL GORDON • SCREENPLAY BY IVAN GOFF AND BEN ROBERTS • PRODUCED BY ROSS HUNTER • A UNIVERSAL INTERNATIONAL PICTURE

Universal International

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 87, NO. 126 NEW YORK, U.S.A., THURSDAY, JUNE 30, 1960 TEN CENTS

ers Says:

ay-TVShould e In Hands f Exhibitors

ges Fight Vs. Broadcast -TV; Study of Cable

Special to THE DAILY

LKHART LAKE, Wis., June 29.— rting that whether motion pic- are exhibited in theatres or in es it must lone by the ablished tre owners, ram F. rs, Allied es chairman l general isel, today sed exhibi- to study TV "with minds." yers ad- sed the an- convention llied Theatre Owners of Wiscon- at this resort location. His stand, rvers noted, parallels that of

Abram Myers

(*Continued on page* 7)

ommon Battle Asked For Small Theatres

Special to THE DAILY

LKHART LAKE, Wis., June 29.— salesmen, branch and district agers were called upon today to with beleagured independent exhibitors in a battle to avoid not only extinction of small theatres but the jobs of those who sell to them. l Myrick, president of Allied es, in an address to the annual

(*Continued on page* 7)

eenberg Resigns As . B. Division Manager

red Greenberg, Western division s manager for Warner Brothers, terday announced his retirement m the company, effective July 8, er 30 years of service.

Greenberg, who has headed the stern division for the past three

(*Continued on page* 6)

UAA Files Test Suit Charging Community Antenna TV Infringement

United Artists Associated, Inc. filed suit yesterday in Federal Court in New York against the NWL Corporation which operates community antenna television systems in West Virginia, claiming infringement of copyright.

Seymour M. Peyser, vice-president and general counsel of United Artists Corporation, with which UAA is affiliated, said, "This is an important industry test case, the first suit of its kind challenging the right of a community antenna operator to reproduce and transmit copyrighted programs

(*Continued on page* 3)

'Lost World' Aimed at Wide Audience: Allen

(Picture on page 2)

It is impossible to make a family picture or a children's picture or even an adult picture in the strict sense. To be successful in today's market a picture must draw its audience from at least two if not more of these loose classifications.

Irwin Allen, producer and director of the 20th-Fox release "The Lost World" explained his approach to the

(*Continued on page* 2)

Protection of Industry Patents Is Supported

By E. H. KAHN

WASHINGTON, June 29. — Testimony before the Senate subcommittee on patents, trademarks, and copyrights generally showed a willingness to accommodate the special problems of the motion picture industry. Both the librarian of Congress and the register of copyrights—although testifying in favor of a bill opposed by Walt Disney Productions—indieated an awareness of the need to make an exception

(*Continued on page* 6)

See Action on Pay Bill Unlikely This Session

From THE DAILY Bureau

WASHINGTON, June 29.—It seems clear that final action on the minimum wage bill will not be taken until Congress returns in August. Majority Leader Lyndon Johnston (D., Tex.) indicated that it will be impossible to take up the measure before Congress

(*Continued on page* 6)

'Sunrise' to Palace As Hard Ticket Show

"Sunrise at Campobello," starring Ralph Bellamy and Greer Garson in Dore Schary's motion picture production of his Broadway stage success, will have its world premiere on Wednesday evening, Sept. 28, at the RKO Palace Theatre here. It will be presented by Warner Brothers on a

(*Continued on page* 6)

This Week's Issue – Out Tomorrow

A SPECIAL EDITION OF MOTION PICTURE HERALD

Observing

New Horizons for Motion Pictures

in celebration of

MARTIN QUIGLEY's 45 Years in the Service of the Industry: 1915-1960

Keynote Speech

Exhibitors Told to Aid Production

Redstone Cites Common Cause to Md. TOA Meet

Special to THE DAILY

OCEAN CITY, Md., June 29.—Nothing is more important to health of exhibition than the health of production and distribution, hence in cataloguing their grievances exhibitors should not refrain from asking themselves if they have done all they could for the improvement of their own business.

This was the keynote sounded by Sumner M. Redstone, Boston exhibitor and assistant to the president of Theatre Owners of America, at the opening of the Maryland Theatre Owners Ass'n. convention at the George Washington Hotel here today.

Sales polieies, restriction of the Federal consent decrees, all forms of television competition, make convenient whipping boys, Redstone said,

(*Continued on page* 10)

'Practical Offensive' Against Pay-TV Urged

Special to THE DAILY

OCEAN CITY, Md., June 29.—Exhibitors attending the annual convention of the Maryland Theatres Owners Association here today were urged to aid a nationwide drive and a "practical offensive" by contributing from $5 to $25 each to the Joint Committee Against Toll-TV for the fight in the next session of Congress.

Philip Harling

Addressing the MTOA at the George Washington Hotel here, Philip F. Harling, Joint Committee chairman and chairman of the anti-

(*Continued on page* 10)

PERSONAL MENTION

SIDNEY H. ELLIS, executive of A. M. Ellis Theatres, Philadelphia, has left there for an eight-week tour of Europe and Israel.

•

MACK RUSSELL, district manager for Wilby-Kincey Theatres, Atlanta, has returned there from Florida.

•

ALBERT GLAUBINGER, United Artists branch manager in Philadelphia, has entered Hahnemann Hospital there for a check-up.

•

LILLIAN LITALIEN, of Benton Brothers Film Express, Atlanta, has returned there from North Carolina.

•

JOHN SAXON will arrive in New York on Wednesday from the Coast.

•

FRANK BUHLER, of A. R. Boyd Enterprises, Philadelphia, is in Pennsylvania Hospital there as a result of a heart attack.

•

MARY SIMPSON, of the booking department, Capital Releasing Corp., Atlanta, has returned there from Florida. She is the daughter of CHARLES SIMPSON, vice-president of the company.

•

MRS. STELLA DEFOOR, secretary to JAMES V. FREW, district manager for Continental Distributing, Inc., Atlanta, has left there for Memphis.

ABPC Annual Profit Reported $4,122,818

From THE DAILY Bureau

LONDON, June 29. – Associated British Picture Corp. had net profits for the year ending March 31 of 1,472,435 pounds ($4,122,818), as compared with 2,308,794 pounds ($6,464,623) for the prior year.

The final dividend is 40 per cent, which, with the already paid interim, makes a total distribution of 60 per cent, the same as last year.

IN A HURRY FOR SPECIAL TRAILERS?
Let Filmack make them!
You'll be glad you did! We'll give you fast service and the finest quality!
1327 S. Wabash FILMACK CHICAGO, ILL.

DISCUSSING "THE LOST WORLD" is Irwin Allen (left), producer of the new picture for 20th Century-Fox, with Nat Weiss, Fox publicity manager, at their trade press luncheon yesterday.

Para. Stock Sets Another High; Ampex Up, Too

Paramount Pictures stock soared to another new high in active trading on the New York Stock Exchange yesterday. The issue closed at 62, up 4¾, on a turnover of 15,600 shares. After setting consecutive new highs over the past two weeks, the issue had declined moderately on profit-taking in Tuesday's trading.

Market interest centered on Paramount when it was learned that its 78 per cent owned Telemeter Magnetics may merge with Ampex. The latter's stock also was active, rising three points to close at 41 on a turnover of 78,200 shares yesterday.

Merger Vote Today

Today, shareholders of DuMont Laboratories and Fairchild Camera and Instrument Corp. will vote on a merger. Paramount is the largest individual stockholder in DuMont, holding about 24 per cent of the shares outstanding.

Sanders Brothers Sign 2-Film Deal with U.A.

The directing - producing brother team of Denis and Terry Sanders has concluded a production deal with United Artists calling for the release of two major films within the next two years. Both pictures will star George Hamilton, who is under contract to the Sanders brothers and both will be directed by Terry Sanders.

The first film to go before the cameras will be "War Hunt," which will start shooting this summer on location in the Los Angeles area. The second property has not yet been decided upon.

Brylawski Tells MTOA Of Wage Bill Status

Special to THE DAILY

OCEAN CITY, Md., June 29. – Delegates to the annual convention of the Maryland Theatre Owners Ass'n. here today were brought up to date on the status of the new minimum wage law by Julian Brydawski, chairman of the legislative committee of Theatre Owners of America.

Other speakers today included Philip Harling, Sumner Redstone and Mrs. Margaret Twyman (see separate stories).

A speech scheduled to be delivered by Si H. Fabian, chairman of the American Congress of Exhibitors, was read by Harling instead due to the inability of Fabian to appear. The speech was reported in advance in MOTION PICTURE DAILY on Wednesday.

S.O.S. Junior Tripod

S.O.S. Cinema Supply Corporation has announced a new ball-socket GyroSphere Junior tripod. By means of a single bull's-eye spirit level, the top plate is horizontally adjusted no matter how tilted the tripod or uneven the ground, it is explained, and both friction and fluid heads are accepted by the GyroSphere and work independently of it.

Bronston to Make 'Cid'

Samuel Bronston, Philip Yordan and Anthony Mann have completed arrangements for the production of "El Cid," the true life account of Spain's greatest Christian hero. Samuel Bronston Productions will start work on the film in mid-September, under the direction of Mann.

'Lost Worl

(*Continued from page* 1)

picture and Fox's planned campa for it in those terms at a press lu con preceding the screening of picture yesterday.

The picture, based on Sir Art Conan Doyle's book, is science fic with sufficient credibility to appea the mature as well as the very you

Nat Weiss, 20th-Fox publicity m ager, pointed out that the campa for the picture will aim at both th audiences. It will be one of the pictures to be featured on the t vision network time bought by for the two national political conv tions this summer, and it will given heavy newspaper comic sec and comic book support. The t campaign, Weiss said, is budgetec three quarters of a million dollars.

The picture will open July 13 the Warner theatre with a spe showing for 1,500 boy and girl m bers of the Police Athletic Leagu

'Orlac' Shooting Start

"The Hands of Orlac," Contine Distributing's Anglo-French co- duction starring Mel Ferrer, D Carrel, Christopher Lee, Lucille S Simon and Felix Aylmer, is now fore the cameras on the Fre Riviera, it has been announced Irving Wormser, president of Co nental.

Big Sign for 'World'

One of the largest full-color, a mated electric signs ever erected Broadway, goes up this week ab the Warner Theatre to herald the but of "The Lost World" at the sh ease on July 13. More than 35-f in height, dinosaurs featured in 20th-Fox release are in day-glo pai

JET TO BRITAIN
aboard BOAC's daily
MONARCH
ROLLS ROYCE
INTERCONTINENTAL
707
(fastest of all big jets)
with 'Golden Service'
B·O·A·C
reservations through your Travel Agent
BRITISH OVERSEAS AIRWAYS CORPORATI
Jet and/or jet-prop flights from N
York, Boston, Chicago, Detroit, Honolu
San Francisco, Montreal, Toronto.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecl Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bure Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, CIrcle 7-31 Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagh Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign. Single copies, 1

'ntry' Preview Set
Lewis Birthplace

ık Center, Minn., birthplace of air Lewis, which is currently g tribute to the late Nobel -winning novelist with a year- celebration, will hold a special on picture preview of "Elmer ry," latest of Lewis' novels to the screen. The benefit perform- of the United Artists release will place at the Main Street Theatre aturday night, with all proceeds to Sauk Center's Sinclair Lewis Street Year Association.

e event will be attended by Hol- od stars, prominent writers, edu- s, and members of the English artments of mid-West universities, will join local dignitaries at Sauk er in paying tribute to Lewis dur- he day and at the evening pre-

Points to Preview Programs

eanwhile, UA said "Gantry" was l as excellent by 90 per cent of 00 movie-goers in a five-preview ram, climaxed Tuesday night by a ial showing at the Loew's 72nd et Theatre here.

he special preview showings were gned to stimulate advance word- outh interest in the picture.

ue Law Defiance
ings New Charge

Special to THE DAILY

PARTANBURG, S. C., June 29.– ıde Rumley, operator of the Fox ve-In Theatre here, for many ths at odds with law enforcement orities because of his open defi- e of the state's "blue laws," has n charged on "a common law nui- ce" warrant before Civil Court ge Bobo Burnett.

Film Not Stopped

umley was arrested about 9 P.M. Sunday night at his theatre after advertised and showed a film. The itself was not stopped, but Rum- spent the night in county jail, g released Monday morning. He is liberty under $700 bond. Spartan- g County's chief law enforcement cer, Sheriff B. B. Brockman, was ted as saying that Rumley's re- ted arrest on blue law violations him to file the "common law nui- ce" charge.

eve B. Newman, 82,
nce I.A. Official, Dies

Special to THE DAILY

AN FRANCISCO, June 29.–Steve Newman, 82, former vice-president l assistant international president the IATSE, died yesterday at his ne here following a long illness.

Funeral services will be held ursday. He is survived by his wife, se, with whom he observed their h wedding anniversary on June 23.

A member of the organization since 97, Newman originally joined Stage nployes Local 47, Pueblo, Colo., and 1901 became a charter member of Local 99, Salt Lake City, where he had been born and raised. Later, moving to the West Coast, he joined San Francisco Local 16, Los Angeles Local 33, and Hollywood Studio Grips Local 80. He was also an honorary member of San Francisco Operators Local 162.

Newman had an important hand in organizing the California State Theatrical Federation and served as a vice-president of the Los Angeles Central Labor Council and the California State Federation of Labor. He was active at all conventions of the Alliance up to and including the one held at Kansas City in 1956.

REVIEW:

Sons and Lovers

Jerry Wald—20th-Fox—CinemaScope

The classic story of the boy tied to his mother's apron strings and incapable, as a result, of forming a normal and happy relationship with a woman when he comes of age is essentially the story told by D. H. Lawrence in his famous novel, "Sons and Lovers." It is also the story related with an astonishing fidelity to the original in the motion picture Jerry Wald has produced under the same name for 20th Century-Fox.

The problem faced by Paul Morel, the hero of the Lawrence book, has troubled literary heroes for ages—all the way from Oedipus to Hamlet and right down to the sons in "The Silver Cord." In writing of the situation back in 1912, however, Lawrence was breaking new ground. He applied the findings of the "new psychology" to the story, analyzing and dissecting his characters under its merciless glare.

So it is in the picture. Script writers Gavin Lambert and T. E. B. Clarke have followed the Lawrence technique faithfully, capturing its austere approach and acute insight into character to a remarkable degree. They introduce the audience to all the members of the Morel family (except for the one daughter, who is dropped) and set them firmly in their milieu—the coal mining village of Bestwood in the English industrial midlands, in the early 20th century. Then the writers proceed to explore in depth and at length the criss-cross of neurotic attachments that keep the family at odds with one another and tormented within themselves.

At the core of the trouble is an estrangement between the father and mother caused in part by disagreement over whether the three sons will become coal miners like him or follow their own bents. One son is killed in the coal pits and the mother blames the father. Another son leaves the family and goes to London to enter business. The third son, who is Paul, the hero, wants to paint but gives up a chance to go to London to study in favor of remaining at home to watch out for his mother.

His strong attachment to that lady has further dire consequences for Paul. first disrupting a romance with a young girl his own age and later an affair with a slightly older married woman who has left her husband. In the end, although his mother dies, her hold on Paul is still secure. He goes off to London alone, rejected by the older woman (who returns to her husband) and voluntarily giving up the younger one.

This story is told in a series of dramatic scenes in which the characters clash with each other or explain their motives and their feelings in detail (including their attitudes toward sex, which talk robs it of passion). Much of the dialogue is pure Lawrence, lifted right from the book, and it holds a steady fascination.

There is a danger in this severely analytical approach to character, however, which the picture does not avoid. While the mind of the spectator is intrigued and stimulated, his emotions are curiously unmoved. The characters remain distant and detached; one is interested to watch them and their actions but one seldom becomes emotionally involved.

This has the effect of making "Sons and Lovers" a film likely to appeal more to the discriminating patron rather than the mass audience. The former is better equipped to understand and appreciate the intention of the film-makers, which was to re-create the Lawrence method as closely as possible in terms of the film medium.

They have succeeded superbly. The script is fluid and never static and the direction of Jack Cardiff is as sympathetic and intelligent in interpeting Lawrence as the writing. All the acting is first-rate with the characters seeming to have stepped right from the book—Dean Stockwell as Paul; Wendy Hiller, the mother; Trevor Howard, the father; Mary Ure, the older woman Paul loves; Heather Sears, the younger girl; and William Lucas and Sean Barrett, the other two brothers.

Running time, 103 minutes. Release, in August.

Richard Gertner

UAA Test Suit

(*Continued from page 1*)

over local wired facilities without compensation."

The plaintiff, which distributes the pre-1949 Warner features and a large number of Popeye and other shorts and cartoons, has granted licenses to television stations in Pittsburgh, Pennsylvania; Steubenville, Ohio and Wheeling, West Virginia.

Uses Own Facilities

The defendant, which operates community antenna systems in Clarksburg and Fairmont, West Virginia, receives and reproduces the programs over its own facilities without payment and without consent of the copyright owner or the television stations.

The complaint seeks an injunction, damages and an accounting of profits. The plaintiff is represented by the law firm of Phillips, Nizer, Benjamin, Krim & Ballon.

Legion Condemns Two Films on Oscar Wilde

The National Legion of Decency announced it has placed in its "C" (Condemned) classification two films of British origin, "Trials of Oscar Wilde" (Warwick Films) and "Oscar Wilde" (Four City Enterprises) for the same reason of objectionability, namely:

"The subject matter of these films, dealing with a social aberration (perversion), is treated in such a way as to glamorize and to arouse *undue* sympathy on the part of an audience for the tragic weakness rather than for the genius of the character (Oscar Wilde), who is the principal of the story depicted.

"Both of these films have been refused a Code Seal of Approval by the organized American Motion Picture Industry."

Action Is Likely Today On Foreign Claims Bill

From THE DAILY Bureau

WASHINGTON, June 29.–The Senate Judiciary Committee is expected tomorrow to report favorably a bill including provision for consideration of motion picture firms' claims for damages suffered, primarily in the Philippines, during World War II. Efforts will be made to provide in the same measure for the sale of General Aniline and Film to U.S. citizens.

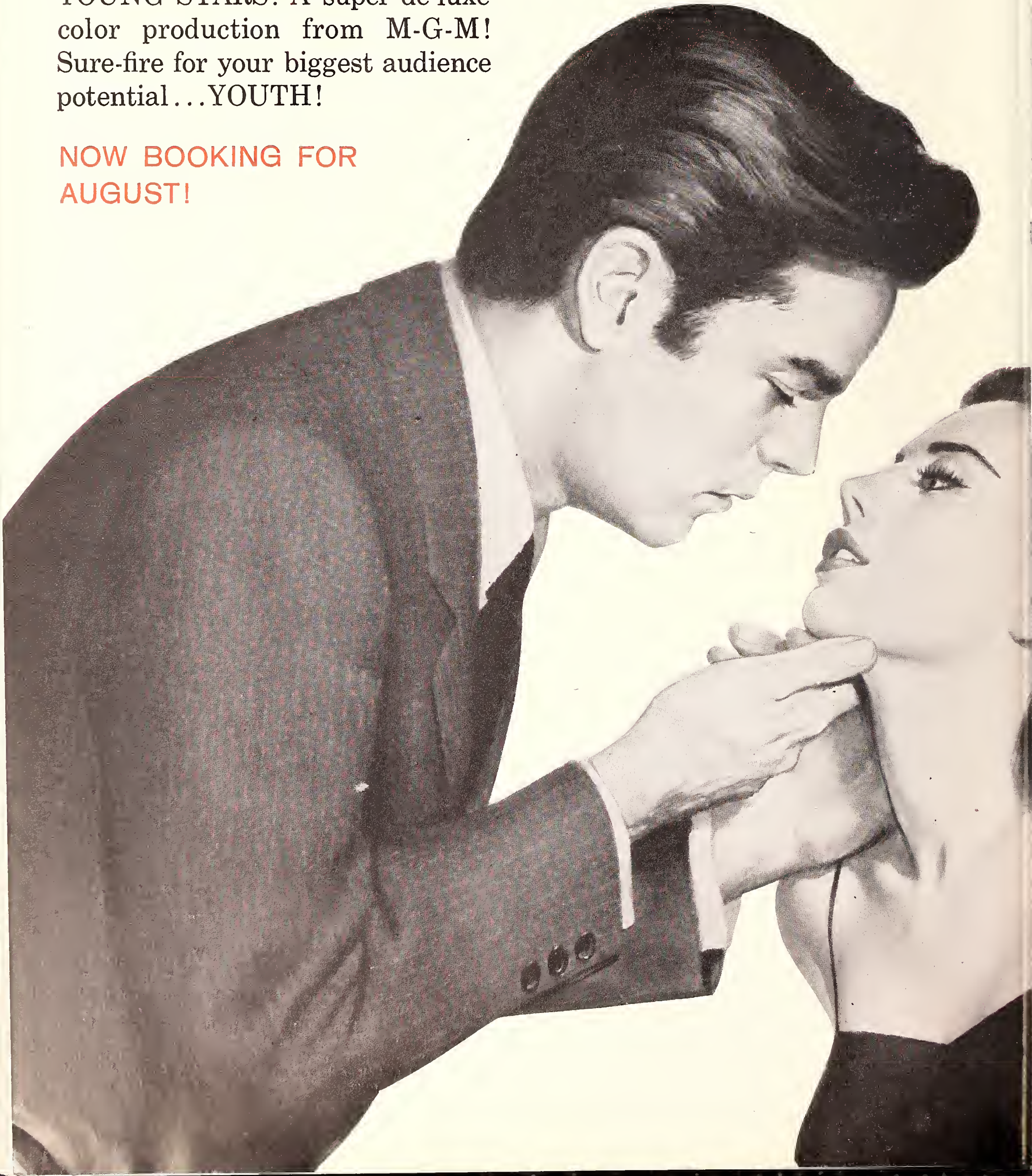
'Exodus' Finished

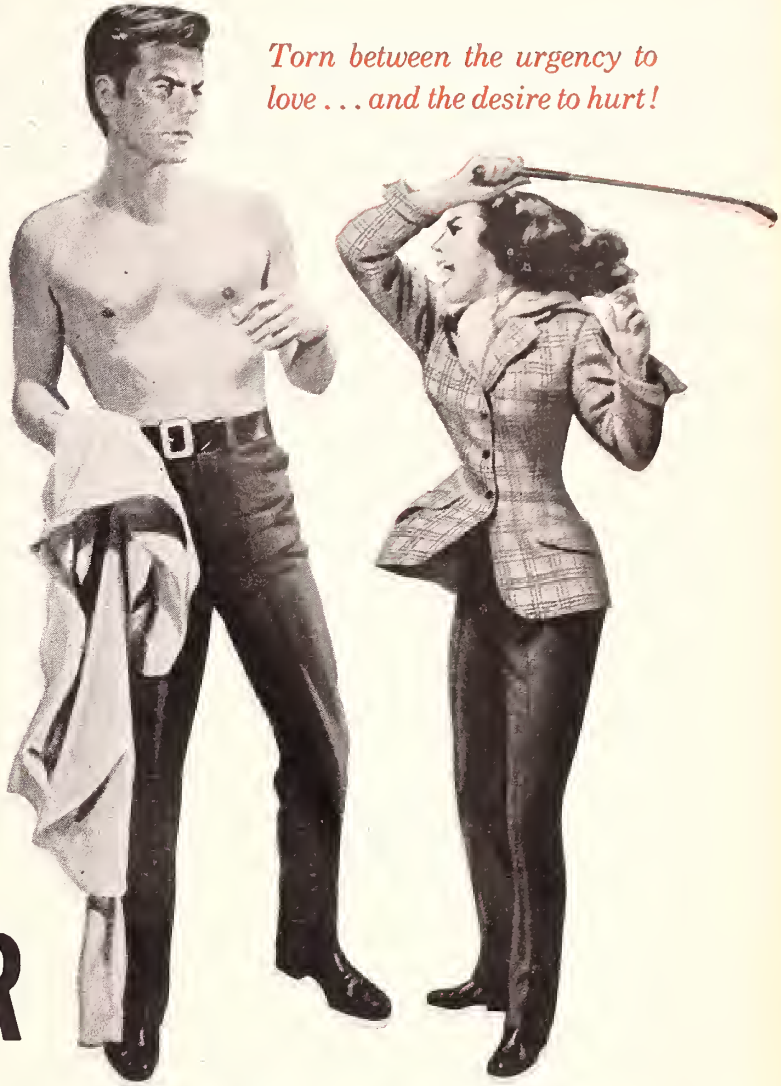
FAMAGUSTA, Cyprus, June 29.–Otto Preminger last night completed photography on his motion picture "Exodus." The film, which tells the dramatic struggle that preceded creation of the new state of Israel, ended with night shooting session. A day earlier, Preminger assembled more than 2,000 extras for a mass scene in Famagusa harbor. This morning Preminger left for London with the final can of exposed film.

LOVE-HUNGRY YOUNG MODERNS! THEY SMASH ALL RULES! THEY KNOW NO LIMITS!

Brilliantly acted by FOUR TOP YOUNG STARS! A super de-luxe color production from M-G-M! Sure-fire for your biggest audience potential...YOUTH!

NOW BOOKING FOR AUGUST!





Torn between the urgency to love . . . and the desire to hurt!

RO · GOLDWYN · MAYER presents

NATALIE WOOD / ROBERT WAGNER

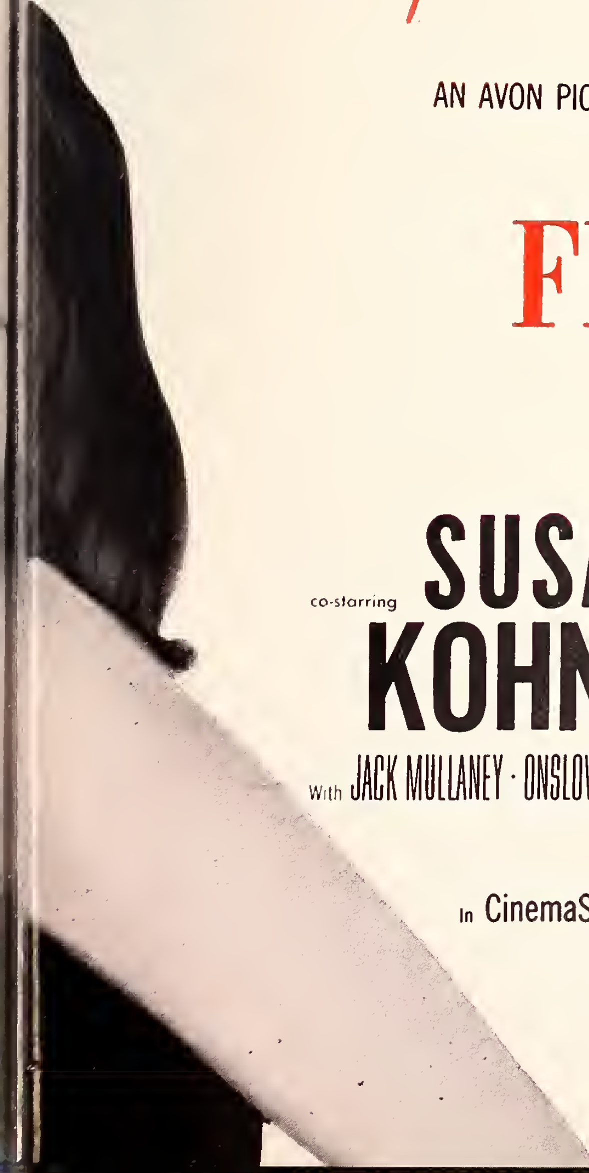
AN AVON PICTURE

"ALL THE FINE YOUNG CANNIBALS"

co-starring **SUSAN KOHNER · GEORGE HAMILTON ·** *and* **PEARL BAILEY**

With JACK MULLANEY · ONSLOW STEVENS · Screen Play by ROBERT THOM · Directed by MICHAEL ANDERSON · A PANDRO S. BERMAN PRODUCTION

In CinemaScope And METROCOLOR



Minimum Pay

(Continued from page 1)

recesses for the Presidential nomination conventions. Earlier, Senator Goldwater (R., Ariz.) stated that he expected to propose between 18 and 25 amendments to the measure that has been approved by the Senate Labor Committee.

Barring a sudden change in plans, the House will debate its version of the minimum wage law tomorrow. Strenuous efforts will be made to substitute a moderate measure introduced by Rep. Kitchin (D., S. C.) for the Roosevelt (D., Calif.) measure approved by the House Labor Committee. Proponents of the Roosevelt bill concede they will have a tough floor fight on their hands, which they hope to win.

All bills up for consideration would continue the exemption now given to film theatres. The Kitchin bill, identical with one introduced by Rep. Ayres (R., Ohio), would cover 1.4 million employees of interstate retailers and raise the pay floor to $1.15 hourly. The broader Roosevelt bill provides for wage escalation up to $1.25 hourly.

Dallas Rites Held for Baker, Para. Booker

Special to THE DAILY

DALLAS, June 29. – Funeral services have been held here for Forrest S. Baker, 44, Paramount booker, who died at the Hotel Lowington of a heart attack. He had become a resident of this city following service in World War I.

Baker became a booker for Paramount in February of this year after having served in the same capacity with Warner Brothers since 1947. He is survived by a daughter, Jackie Sue Baker, a resident of this city, and three sisters.

'Sunrise' Policy

(Continued from page 1)

reserved-seat basis, it is announced by Charles Boasberg, general sales manager.

Four other reserved-seat engagements have been set to begin immediately after the New York premiere, Boasberg asid. They are: Beverly Theatre, Beverly Hills, Calif., Sept. 30; Gary Theatre, Boston, Oct. 5; Uptown Theatre, Washington, D. C., and Marina Theatre, San Francisco, Oct. 6.

The 4 greatest female events in history!
WHEN EVE GAVE ADAM A FIG LEAF FOR FATHER'S DAY!
WHEN DELILAH GAVE SAMSON A TRIMMING!
WHEN LADY GODIVA TOOK OFF ON HER HORSE!
AND WHEN...
SEX KITTENS GO TO COLLEGE
An ALBERT ZUGSMITH Production for ALLIED ARTISTS

Patents Bill

(Continued from page 1)

in the category of works of art which would include cartoons.

S. 2075, introduced by Sen. O'Mahoney (D., Wyo.), would offer design patent protection by a five-year period for industrial designs. S. 2852, introduced by Senator Talmadge (D., Ga.), would give design industries the choice of applying for copyright protection (with its 27 years and another 27-year renewal) or design patent protection for a five-year period, renewable for two more five-year periods.

Ellis Arnall, president of the Society of Independent Motion Picture Producers of California and counsel for Walt Disney Productions, opposed the O'Mahoney measure but made no objections to the Talmadge bill. Arnold described S. 2075 as "compulsory, unnecessary and unjust in its relationship to copyright protection," whereas the measure sponsored by Senator Talmadge is "optional, equitable, and just in its protection of designs as well as its preservation of copyright."

Cites Others Besides Disney

The former Governor of Georgia told the subcommittee that although Walt Disney may be a world leader in this field, "a similar situation exists for many other artistic creators in the motion picture, television, newspaper and other such industries."

Walt Disney Productions, Arnall said, is "vitally interested in assuring that no action which may be taken by Congress in the field of design protection legislation will in any way diminish, much less destroy, the full measure of copyright protection now afforded artistic creators." He pointed out that the motion pictures are produced at great expense and "their successful production has been made possible by the integrated activities of the company in keeping the public aware of these pictures and creating and maintaining a desire to see them."

The operations of Walt Disney—including licensing of third parties to use fanciful characters in their products—"enhances the overall operation of the organization and particularly the acceptance of the motion pictures embodying the fanciful characters." The company, Arnall explained, has to exercise rigid control over the use of the characters by others "to prevent dilution or destruction of the value embodied in the aristic creations and the good will associated with them."

Recalls Mickey Mouse

Reissuing of motion pictures, Arnall continued, as well as the use of characters on TV, in books, magazines and other media keep interest and appreciation alive and valuable for long periods. Mickey Mouse, first introduced in a movie in 1928 and on merchandise in 1932, was given as an example of the need for the 56-year copyright protection. Patent-design protection, which would be five years under the O'Mahoney bill and five to 15 years under the Talmadge bill, would be inadequate. As furth proof of the need for copyright pr tection, Arnall said, "the value articles embodying representations recognized artistic creations, howeve depends to a great extent on the pul lic's acceptance of the underlying a tistic work apart from its commerci use."

Arnall objected to the O'Mahone bill because it would remove fro Walt Disney's commercial produc the long-term protection of cop right. He did not object to the Ta madge measure, which would gi the option of using either copyright design-patent protection.

The situation under the O'Mahone bill, said Arnall, would be "intole able, unrealistic and unjust in th case of works involving underlyin artistic characters or works whic have, by their nature, and as histo has shown, a long period of use, valu and public acceptance."

Senator Hart (D., Mich.), who pre ided at the hearings, said that th subcommittee is not now ready recommend legislation and that h felt additional hearings would be ne essary, possibly during the Congre sional recess.

'Formal' Opening for 'Windjammer' at Drive-In

Special to THE DAILY

CINCINNATI, June 29.—A form opening calling for black cars wi white-wall tires and reserved parki spaces will be added to film pr riere procedures when National The tres and Television opens its fi drive-in showing of "Windjammer" July 13 at the Twin Drive-In here.

This reportedly is the first time picture will play a drive-in on a roa show basis. A big promotional ca paign will dramatize the event. It felt that Cinemiracle, the three-pr jector process utilized for showi "Windjammer," is adaptable to t drive-in's 125-foot screen.

Greenberg

(Continued from page 1)

years, had been branch manager the Los Angeles and Indianpol branches, as well as a salesman Kansas City, during his tenure wi Warner Brothers.

No successor to Greenberg was a nounced by the company immediatel

Set 'Naples' Previews

Shavelson-Rose's "It Started Naples," starring Clark Gable, Soph Loren and Vittorio DeSica, will previewed next month in more th 200 theatres in 40 states and t District of Columbia. The progra marks the most extensive series opinion-making "red-carpet" previe in Paramount history. In advance its national release in August, the fil will be shown to exhibitors and circ executives, press and radio-TV repr sentatives and community leaders.

xhibitor Study of Pay-TV Urged by Myers

refers Cable edium to the roadcast Type

(*Continued from page* 1)

mount Pictures officials who have atedly urged established exhibi- to avail themselves of opportu- s to be the first to operate pay-TV rprises in their commuities ugh franchises with Paramount's meter system.

aramount's theatre subsidiary, ous Players Canadian, is conduct- the current Telemeter operation tobicoke, Ont., and Video Inde- lent Theatres of Oklahoma City applied for Telemeter franchises umerous communities in which it ates community antenna TV sys- .

yers told the Wisconsin Allied ention that exhibitors should be position to "decide on purely ness reasons whether it (cable TV) is altogether a menace or ther it affords a ray of hope to ast some of them, in case there demonstrated public demand for es in the home."

Questions Timeliness

e Allied leader said there is an rtant question as to whether it se for exhibitors to wage war on cable and over-the-air pay-TV is time.

Vould it not be wiser," he asked, concentrate on pay-TV by broad- ng, which is by far the greater ace and against which they have stronger arguments?

t is going to be difficult (for ex- ors) to maintain a stand of op- ion to all forms if there shall ge a public demand to see pic- in the home," he commented.

his possibility that such a de- d may emerge, troubles me pro- dly," he said. If the transmission ovies into the homes can be (a) ned to pay-TV by cable and (b) transmission and reception local- it might prove a boon to the bitors who are enterprising enough et in on it.

Vould 'Sound Out' Exhibitors

f I were an independent exhibi- n a town of some size, I think ould be sounding out my fellow bitors about forming a syndicate xhibit pictures by cable-TV, in tests show that such a venture succeed.

nd if I were the chief executive movie company I would do all I d to encourage exhibitors, my old mers, to take over this new busi-

he exhibition of motion pictures, her in theatres or in the homes, be conducted by the established theatre owners. It must not be gobbled by the divorced circuits and it must not be permitted to pass into the hands of interests alien to the motion picture business," Myers said.

He noted that cable pay-TV does not make use of the public domain, the free airways, as broadcast pay-TV must and, therefore, the latter is subject to Federal regulation and control. The RKO General-Zenith pay-TV test in Hartford, Conn., if authorized by the Federal Communications Commission, will be an over-the-air system. The Telemeter operation is by cable.

Myers' points are the first to be made by a national exhibitor leader in favor of exhibitor consideration of entering a pay-TV operation and of limiting exhibitor opposition to pay-TV to the broadcast variety only.

The American Congress of Exhibitors, representing all exhibitor organizations, backs the Joint Committee Against Toll-TV which is committed to opposing pay-TV in all forms, whether cable or over-the-air. Also, Theatre Owners of America not only backs that committee also, but has its own anti-pay-TV committee, similarly dedicated to the outlawing of pay-TV in any form by Federal statute. Rep. Oren Harris (D., Ark.) has introduced a bill which would accomplish that end but no action on it is possible at this session of Congress.

Allied States, as a member of ACE, is represented on the Joint Committee Against Toll-TV.

In his speech, Myers termed broadcast pay-TV "the most serious threat now facing the exhibitors."

"The real danger to be apprehended if this kind of television ever comes to pass," he said, "is that it will result in a gigantic monopoly inimical to all amusement enterprises and to the general public.

"Pay-TV by air inevitably would result in the amassing of enormous power and resources in a few hands. Those controlling the medium could outbid the largest circuit for films — and all exhibitors put together, for

Would Decide Whether 'Hope' Or a 'Menace'

that matter. It could outbid all others for sporting events, for dramatic and operatic performances, for all program material suitable for public exhibition.

Exhibitors should not slacken their efforts to prevent this menace to their welfare and to the welfare of the country from coming into being."

Myers also assessed the outlook for exhibition generally, terming the future "blurred but not hopeless."

The outlook could be improved, he said, if the film companies would help by selling to them "seasonably" and by restoring "reasonableness to clearances and availabilities." Exhibitors, he added, can help themselves to improve their outlook by supporting proper projects designed to increase production, and by cooperating locally in advertising and otherwise exploiting pictures for the improvement of theatre business regionally.

Shortage Called 'Basic Evil'

Myers termed the film shortage a "basic evil" and said that, in order to remedy it, "exhibitors may have to lay some adventure money on the line and get into production themselves. He referred to the two current exhibitor-sponsored projects designed to make more product available — those backed by ACE leaders for an exhibitor-sponsored production company, and by Motion Picture Investors, Inc., which is selling stock to exhibitors to finance various projects to increase film supplies.

Saying he was unfamiliar with the details of both programs, Myers said every exhibitor should give "these plans open-minded consideration. If either or both are sound, then all exhibitors who can afford to do so, should ante up."

If exhibitors and distributors do not help themselves, he said, prospects are dim for receiving help from others. He referred to delays in ACE achieving results and said it is an exhibitor hope that ACE's committee on producer-distributor-exhibitor relations "will press for early conferences with the corresponding committee of Motion Picture Association of America, so that you may know once and for all what measures of relief, if any, will be forthcoming from that source."

Small Theatres Vital: Myrick

(*Continued from page* 1)

convention of Allied Theatre Owners of Wisconsin here, said that if distributors would make pictures available to exhibitors at realistic terms before their public appeal and the effects of their national advertising had worn out, attendance could be materially increased and the major problem of both exhibitor and distributor, that of getting more money in at the box office, could be solved.

Al Myrick

"Distribution must realize that it is good business to see that an exhibitor has enough money left over after operating expenses to maintain his theatre properly and to staff it with adequate help," Myrick said. "It is equally good business to serve the theatre with prints while the picture is at its greatest box office potential. In this way all segments of our industry could prosper."

Myrick added, "The exhibitor's ability to pay more film rental and to do a better job of exploiting the pictures he plays depends upon his ability to show the pictures while they are reasonably new and still possess public interest, and to be able to do this with possibility of realising a profit.

Inability of many small theatres to get new films when they still are reasonably new and to get them at realistic rentals has forced them to resort to an excessive use of reissues, Myrick argued, with the result that such theatres are placed directly into competition with free home television's old films. Consequently, he said, the public more and more is turning away from the theatres.

"The plight of 50 per cent of the exhibitors of America is serious," Myrick said. "There are closings daily, all for the want of pictures with a profit possibility.

"I am convinced there cannot be two classes of exhibitors, the 'haves' and the 'have nots'; that pictures must be played in all classes of theatres while new and fresh if the industry is to prosper; that the 70mm gimmick is one of the most destructive devices, as now utilized, that has ever come into our industry; that distribution in setting film prices must take into consideration house overhead; that film rental should not be floored at 25 per cent; to say nothing of 35 and 40 per cent, and that the industry cannot survive without the important revenue from small town, small city and subsequent run theatres. The theatres still remaining in those categories are capable of throwing off important revenue. The others are already gone," Myrick concluded.

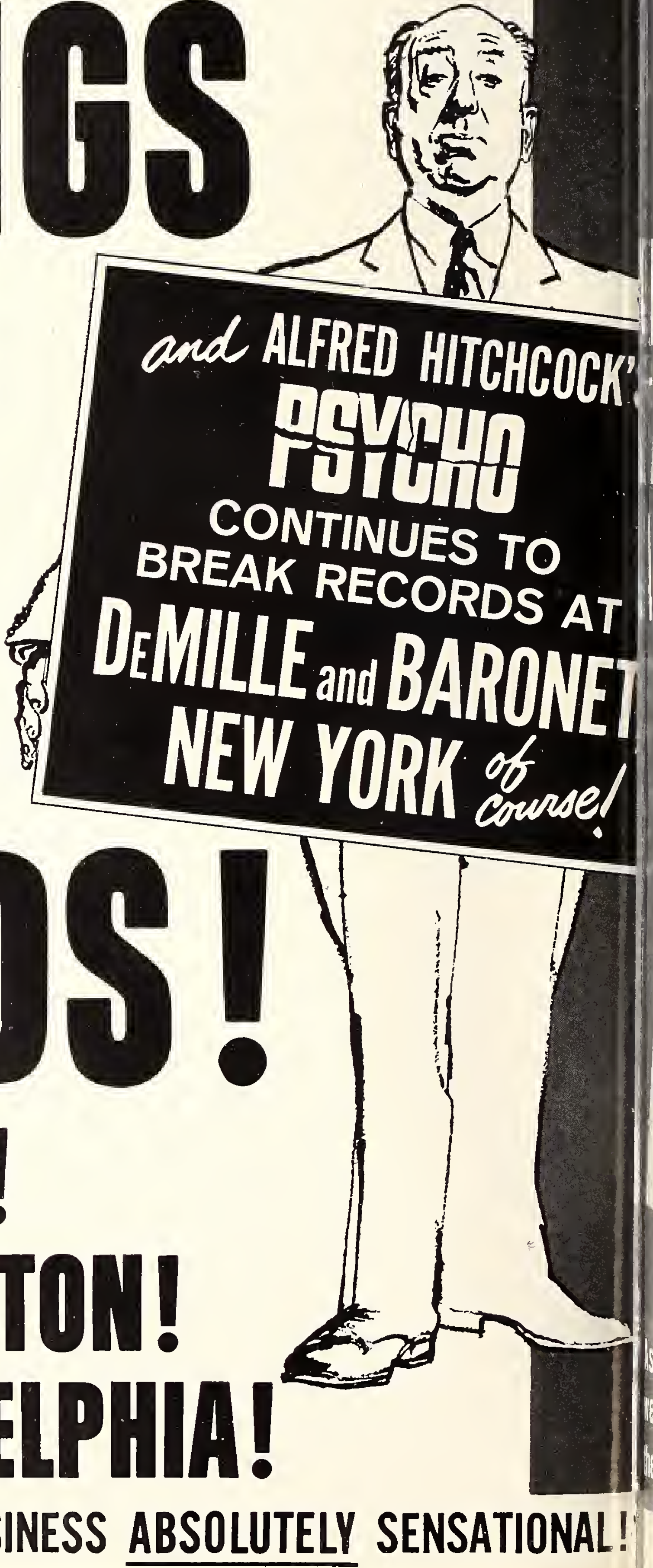
Has Word for Salesmen

To salesmen, branch and district managers he said: "You did not spend years working yourselves up in this business to suddenly lose your jobs because of theatre closings brought on by the higher echelons in distribution. You must join exhibitors in fighting unworkable sales policies coming out of New York, in order to save your jobs. With your cooperation we can lick this situation and return to prosperity."

Dine Solomon Friday

HOLLYWOOD, June 29.—A testimonial luncheon to Marty Solomon, who will celebrate his 40th year in film distribution and his 19th year with Allied Artists, is being held at the Roger Young Auditorium on Friday.

PSYCHO* OPENINGS BREAK ALL RECORDS!


and ALFRED HITCHCOCK'S
PSYCHO
CONTINUES TO
BREAK RECORDS AT
DeMILLE and BARONET
NEW YORK of course!

WOODS, CHICAGO!

PARAMOUNT, BOSTON!

ARCADIA, PHILADELPHIA!

* WEEK-END RESULTS RECEIVED: BUSINESS ABSOLUTELY SENSATIONAL!

PARAMOUNT'S
TOP-PRODUCT, TOP-MERCHANDISING OF SPECIAL POLICY PRESENTATION

plus

NSATIONAL EXHIBITOR FOLLOW-THROUGH TAPULTS AUDIENCES OUT OF THEIR HOMES ND INTO THEATRES PLAYING "PSYCHO"!

From WALTER READE, Jr.,
DeMille & Baronet Theatres of Walter Reade Circuit

PSYCHO MERCHANDISING, ADVERTISING AND PROMOTION CAMPAIGN HAS PULLED THE STOPS FOR NEW YORK – AND I AM SURE WILL DO LIKEWISE FOR THE REST OF THE COUNTRY.

As a result of the unprecedented, comparison-defying success of "PSYCHO" we are continuing to ignite promotional fireworks — everything building up to the coast-to-coast general release! **CALL PARAMOUNT NOW!**

Exhibitors Urged to Aid Production

(Continued from page 1)

but asked his audience whether among the thousands of theatres that have closed in the past several years there were not some that might have been saved by the expenditure of a little extra showmanship, enthusiasm and energy.

Redstone pointed out that all over the U.S. there are theatres that have been converted by "both little men and industrial giants from uncomfortable, drab and undistinguished movie houses into modern, comfortable, sometimes even exciting and glamorous, motion picture theatres—theatres in keeping with the showmanship tradition of the motion picture business."

"And these new theatres have been successful," Redstone reminded.

"Throughout these years of dimishing box office," he said, "there have been those among us, both in production and exhibition, who nonetheless have created success after new success.

'Dream of New Production'

"There are those among us who are going to fight the battle against toll-TV with all our material and human resources. There are those among us who are going to utilize our every energy to make the dream of new production by and for exhibition come true.

"There have always been men in our industry who have been filled with the zest of living, in love with the motion picture business, undaunted by its challenges and its hazards, stimulated and invigorated by the world of motion picture entertainment. They have left and they have lived the romance of the motion picture industry. And therein lies the key to their success," Redstone said.

Warns of 'Disaster'

Earlier in his address the TOA official had warned exhibitors that "disaster" may await them in the growing importance of television income and other diversified activities of production-distribution companies, including their interest in pay-TV, as opposed to the sale of motion pictures to theatrical exhibitors.

Asserting that exhibitors in good conscience cannot criticize distributors for acting in their own economic interest, Redstone said, "To evaluate our problems intelligently we must recognize that they all revolve around the disunity of interest between exhibition and production.

Recounts Complaints

"There is probably not one among us who has not at times felt outrage at some policy of the producers—failure to produce the required number of pictures, the disorderly manner of release, the exacting of excessive terms—these complaints have been bruited about so long and so vociferously as to warrant no reiteration here.

"And more than all, the catastrophic sales of films to television could not have failed to fill us with dismay and resentment. How many thousands of theatres were closed as a result of this single economic event we will never know. But we cannot allow our perspective to be limited by this betrayal. The primary tragedy in connection with the sale of the pre-1948 libraries to television was that the ultimate effect of this sale was destructive not only of theatres but of the producers' own revenues.

"It is tragic that motion picture exhibition was crippled by an act which has since been proven to have had a disastrous, long-range economic effect on the producers themselves. Now, post-1948 films have been sold and are going to continue to be sold to television.

Calls Resentment Futile

"Notwithstanding this, you may as well cast aside any resentments you have against the producers. There is nothing so essential to the health of exhibition than the health of producers. Until very recently, several of the producers appeared to be on the brink of financial disaster, so that, if we allow our perspective to be blinded by our complaints, we will put ourselves upon a course which is both irrational and self-destructive.

"This is not to say, particularly now that times appear better for several of the motion picture producers, that we should not aggressively and intelligently pursue our efforts to bring about changes in production, sales and distribution policies which appear to us to be contrary to our economic interest. But our job must be to demonstrate to the producers that as our health depends upon theirs, so theirs depends upon ours."

Redstone said that exhibitors should not fail to consider the problems of producers-distributors, which are as serious as exhibitors'.

"At least one major producer today is facing hard times," he said, "and this company was one which more than any other only a few years ago was responsible for the survival of exhibition through its most trying days.

"Are we as exhibitors doing our share to support the efforts of this producer and have we done our share in times gone by when others were in similarly straitened situations?" he asked. "If such a producer has appeared to miscalculate the psychology of the American public to the tune of many millions of dollars, are we too ready to write off the playability of his product?

"When a picture has opened with a few unsatisfactory first run engagements, have we been too reluctant to share some of the risk, thus depriving the picture of a chance for success in sub-run engagements? And while we have constantly criticized producers for failing to develop new personalities and for continuing to pay exorbitant fees to established stars—ultimately passing the cost on to us—have we really supported to the extent we should the pictures of at least satisfactory artistic quality, but lacking the glamour of established stars?" Redstone asked.

Backs Fight on Pay-TV

The keynoter endorsed exhibition's all-out fight against pay-TV in all forms terming it "our greatest new potential competitor," and urged the exhibitors to contribute to the utmost of their abilities and resources in carrying on the fight against it.

"Perhaps pay-TV is inevitable," he said. "I don't know. But I will not accept the philosophy of its inevitability. I will rather fight for my own economic preservation."

As for the product shortage, he said exhibitors must bend every effort to encourage and stimulate more production by the existing film companies and should supplement that with the self-help of the proposed exhibitor-sponsored production company.

Censorship Fight Is Asked of Exhibitors

Special to THE DAILY

OCEAN CITY, Md., June 29.— clear call for an organized battle b informed exhibitors against censorshi "on principle" was sounded here toda by Mrs. Margaret G. Twyman, con munity relations director of the M tion Picture Association of Americ

In an address before the first a nual convention of the Maryland Th atre Owners Association, Mrs. Tw man said:

"I am confident that you understan the dangers to you, as theatre owner if your present censorship procedur in Maryland are broadened or tigh ened. But, in my opinion, you shou band together and fight censorship o *principle* with as hard-hitting a batt as you can conceive."

Mrs. Twyman also discussed th need for a "person to person relatio ship" between the theatre manag and the leaders, especially the wome leaders of his community.

Harling Asks Fight on Pay-TV

(Continued from page 1)

pay-TV committee of Theatre Owners of America, also asked his audience to flood Congressmen and Senators with protests against pay-TV and requests for assistance in passing the Harris Bill, now pending.

Harling voiced confidence and promised a fight to the end. He said he was convinced that a united effort by exhibitors is necessary to preserve theatres in this country.

"Were it not for exhibition's efforts on a national scale, the spectacular support given by Parent-Teacher, labor, educational, religious, free TV, and other interests, plus the enlightened leadership which Congressman Harris has furnished in Washington, pay-TV would be established in the United States today," Harling said.

Calling pay-TV systems "impractical, wild, grandiose schemes to try and put a motion picture box office in every living room," Harling maintained that the American public will never allow itself to be forced to pay for entertainment it now receives free of charge.

Not only could pay-TV wipe half of America's TV free stations off the map, Harling stated, but because talent is limited and will go to whomever pays the most, it would so absorb available talent that the free TV stations would be severely if not fatally crimped for lack of programming.

Harling said he sensed a public antipathy toward pay-TV when he observed the Telemeter system in Etobicoke, Ont. a few months ago. "Mark my words that commercials will be there in due time. I came back from Canada feeling that it was only a matter of time before Etobicoke will follow Bartlesville and Palm Springs into limbo."

Harling derided the Etobicoke experiment at length. He said its fee was too high to attract more than a fe token subscribers. Pay-TV, just lik free TV, is an "insatiable ogre," th chairman said.

"However, the Etobicoke exper ment has provided a service for u It has drawn and dramatized the ne battle lines, just as the threat of th pay-TV test in Hartford is doing, an from this we can expect to gain muc knowledge."

Harling estimated the cost per ye for each home would be $1,092 f the privilege of "looking at motio pictures and sporting events whic from the inception of television, hav always been free, and will continu to be so when the cost factors are i delibly impressed upon those wh will have to bear the toll."

The funds Harling asked for w be used for a nationwide campai pointing toward the adoption by Co gress next January of the Harris Bi Technical experts would be hired a labor, educational, religious, veteran service clubs and woman's organiz tions would be prompted to join th fight against toll-TV.

Calls for Action 'Now!'

"Not tomorrow or day after tomo row, but now!" Harling said.

He said the entire "coin-in-the-sl situation" is at a much more critic stage today than it was when he la spoke on the subject. He attribut the change to Paramount's Telemet cable in Canada and to the rece Zenith-RKO application for a perm to run a pay-TV test in Hartfor Conn.

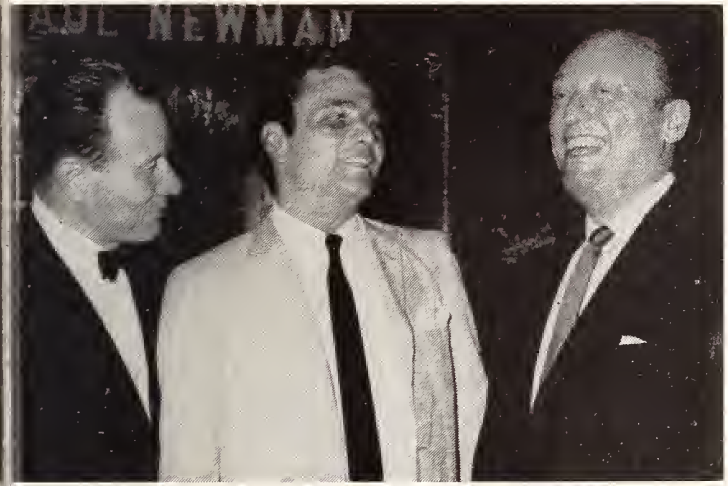
In Connecticut, Harling said, a exhibitors have banded together ar assessed themselves 10 cents per se for indoor theatres and 10 cents p speaker for drive-ins. They intend use this money to hire legal couns in Washington to oppose the Zenit RKO application, both on legal a moral grounds.

"They (Connecticut exhibitors) rea ize that if pay-TV succeeds in Ha ford they will all go out of business Harling said.

TERRACE" CAPTIVATES ALL IN INDUSTRY BOW!

re than 3,500 people jammed their way into the Paramount Theatre in New k last night for the industry preview of Mark Robson's "From the Terrace." ibitors joined celebrities and stars at the event. Here, 20th-Fox's exploitation ector, Rodney Bush (right) greets lovely Ina Balin, one of the stars of "Terrace," David Hedison, who stars in Irwin Allen's "The Lost World."

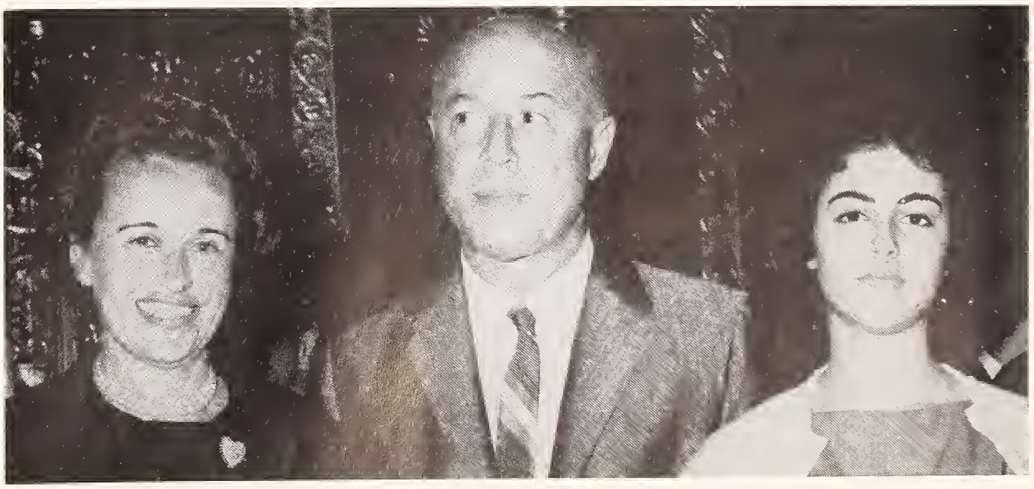
Sol Schwartz (left), president of RKO Theatres, and Mrs. Schwartz pose in the Paramount lobby with the theatre's managing director, Robert K. Shapiro. The showing brought out the most auspicious array of industry-ites in recent times.



entieth sales leaders C. Glenn Norris (left), general sales manager, and tin Moskowitz (right), assistant general sales manager, enjoy a happy le with Peter Falk, who co-stars in Burt Balaban's "Murder, Inc."

Wilbur Snaper (right), president of Triangle Theatres, and Abe Dickstein, 20th New York branch head, were present for the sneak showing.

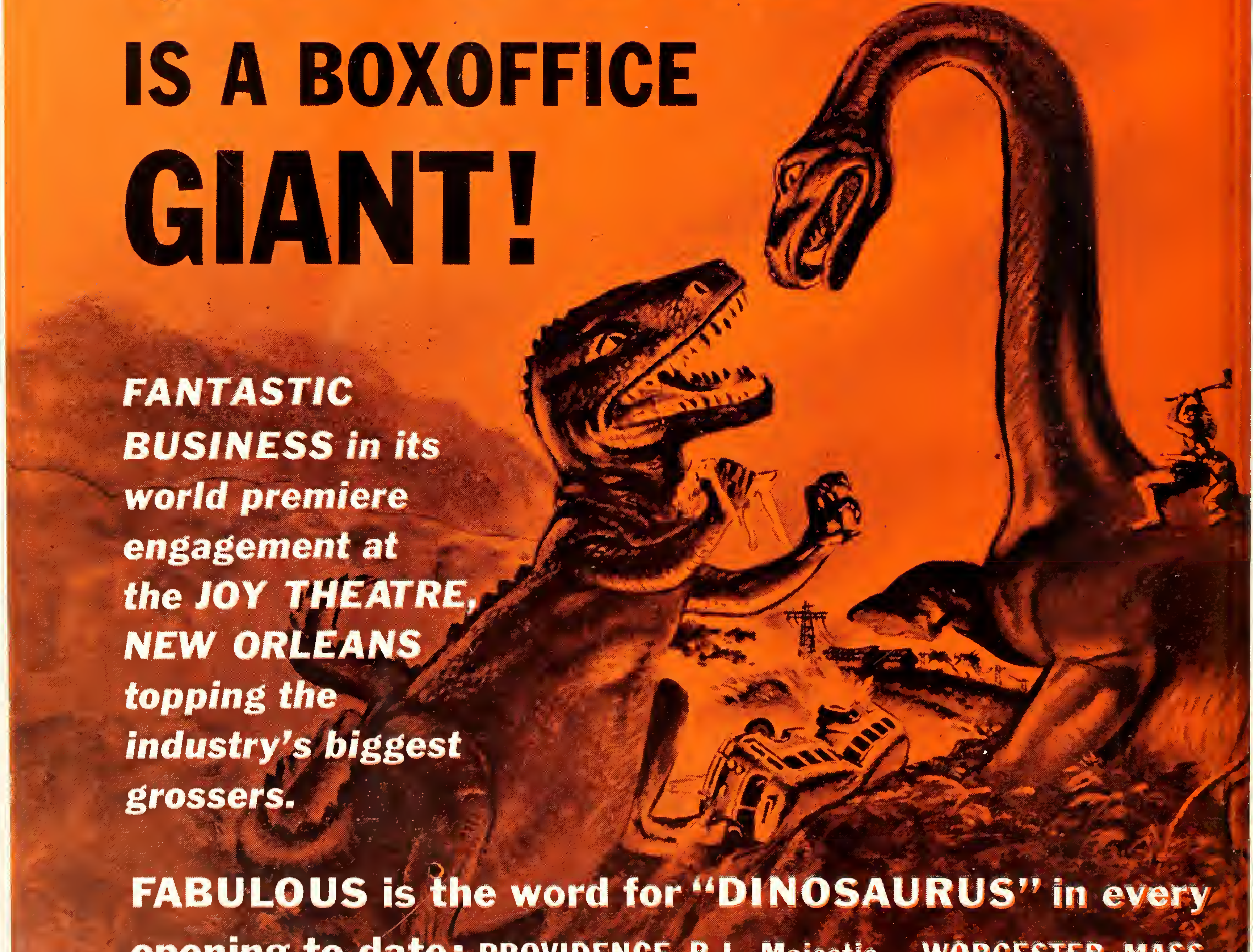
magazine assigned famed photographer Sam w to cover the birth of a new star, Ina Balin, attended the preview. Here Shaw (right), and his stant catch Ina being overwhelmed by well-wishers r the showing.



Sol Strassberg, of the Interboro Circuit, and Mrs. Strassberg arrived early with their adorable daughter. Spectators drawn by the glamorous happenings at the theatre lingered in Times Square until the showing was over to catch a glimpse of the notables. *(Advt.)*

DINOSAURUS!

IS A BOXOFFICE GIANT!



***FANTASTIC BUSINESS** in its world premiere engagement at the **JOY THEATRE, NEW ORLEANS** topping the industry's biggest grossers.*

FABULOUS is the word for "DINOSAURUS" in every opening to date: PROVIDENCE, R.I., Majestic... WORCESTER, MASS., Warner... SPRINGFIELD, MASS., Capitol... CINCINNATI, OHIO, RKO Grand... HARTFORD, CONN., Meadows D.I.... BATON ROUGE, LA., Paramount... SHREVEPORT, LA., Don... CEDAR RAPIDS, IOWA, Iowa

There's never been anything like it!

JACK H. HARRIS' production of

DINOSAURUS!

CINEMASCOPE · COLOR by DeLuxe

Starring WARD RAMSEY · KRISTINA HANSON · PAUL LUKATHER and GREGG MARTELL as the Neanderthal Man
Screenplay by JEAN YEAWORTH and DAN E. WEISBURD · Co-produced and Directed by IRVIN S. YEAWORTH, JR.
Produced by JACK H. HARRIS · A Fairview Production · A Universal-International Release

LIBRARY OF CONGRESS
0 007 551 631 9